

Promotion of healthful beverage practices by parents of children (6-12 years)

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## **Abstract**

**Background:** The prevalence of obesity among children (6-11 years) in the U.S. has increased from 7% to 20% in the past 30 years. Sugar-sweetened beverage (SSB) intake has been associated with weight gain among children. Energy imbalance and excessive weight gain from SSB consumption could lead to adverse health consequences in childhood and later in adulthood. Parents exert a strong influence on dietary intake of children based on the example they provide and the foods and beverages they make available at home. This dissertation investigated beverage parenting practices of parents of children (6-12 years) in three studies.

**Methods and Results:** Parent and child participants for the three studies were recruited at the Minnesota State Fair in 2014, 2015 and 2016 at the Driven to Discover Building, a building that houses University of Minnesota research studies. The same home beverage availability and parent beverage intake questionnaires that were previously evaluated for validity and reliability were used in all three studies.

### **Beverage intake among children: associations with parent and home-related factors (Study 1)**

The first study was a cross-sectional study with parents and their early adolescent children (9-12 years). The purpose was to determine associations between beverage intakes among early adolescent children (9-12 years) and home- and parent-related factors. A survey was administered to 194 parents to assess usual beverage intake, home beverage availability and beverage nutrition knowledge. Early adolescents completed a

survey to assess usual beverage intake. Home availability of dairy beverages and parent dairy intake were positively associated with child dairy beverage intake. Home availability of SSBs was positively correlated with child SSB intake. Parent beverage knowledge about sugar was related to child dairy beverage intake. Results indicated that parental knowledge and parenting practices including managing beverage availability and role modeling may influence child beverage intake.

**Gain-framed messages motivate sugar-sweetened beverage parenting practices more than loss-framed messages (Study 2)**

The second study was a cross-sectional study with parents of children (6-12 years) that tested the effects of message framing (gain- vs. loss-framed) on behavioral intention of parents to role model healthful beverage intake and make healthful beverages available in the home for children (6-12 years). A survey was administered to 380 parents to assess usual beverage intake and home beverage availability. The survey included questions to test the effectiveness of message framing on behavioral intention to control home beverage availability and role model beverage intake. Gain-framed messages produced significantly greater intention to make healthful beverages available in the home and to role model healthful beverage intake than loss-framed messages.

### **Effectiveness of an online newsletter/text message intervention promoting beverage-related parenting practices: pilot test results (Study 3)**

The third study was a single group, pre-post pilot intervention study. A 4-week, newsletter/text message intervention was developed and tested for parents of children (6-12 years) to improve home availability of healthful beverages and parental role modeling of healthful beverage intake. A survey (pre-test) was administered to parents (n=197) to assess usual parent beverage intake, home availability of beverages, and parent-reported child beverage intake. Parents received 3-weekly online newsletters as an email attachment in 2 formats (Pdf and an image) using gain-framed messages to promote healthful beverage parenting practices. They also received 6 text messages in the 3-week period consistent with the newsletter themes. One-hundred and seven parents completed the post-test survey with 100 parents having usable pre-post survey data. Positive effects were observed regarding parent beverage intake, parent-reported child beverage intake, and home beverage availability.

**Conclusions:** In the first study, making healthful beverages available in the home and role modeling healthful beverage intake were identified as strategic intervention targets for parents to decrease child SSB intake. Gain-framed messages were found to be more effective in the second study compared to loss-framed messages in motivating parents to engage in positive beverage parenting practices. In the third study, a brief newsletter/text message intervention was identified as a potentially useful method to promote positive beverage parenting practices.

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# CHAPTER 1: INTRODUCTION

Soft drink consumption is the number one energy source for adolescents in the U.S. (14-18 years) and the 3<sup>rd</sup> source of energy for all children and adolescents. Children 2-19 years consumed a mean of 155 calories/day from sugar-sweetened beverages (SSBs) based on nationally representative dietary intake data (National Health and Nutrition Examination Survey (NHANES)) from 2001-2010<sup>1</sup>. From 1999-2008, NHANES data showed that heavy consumption (>500 calories/day) of SSBs increased among U.S children <sup>2</sup>. Recent data suggest a decline in SSB consumption among children and adolescents <sup>3,4</sup>, however intake is still considered a concern that should be addressed in childhood obesity interventions.

A systematic review of 32 articles showed that weight gain among children was associated with intake of SSBs <sup>5</sup>. Parents exert a strong influence on dietary intake of children based on setting an example, making foods and beverages available at home, setting rules or expectations for what their children eat or drink, and through advice and encouragement <sup>6,7</sup>. Although some studies have examined the relationship between these factors and SSB intake among children (9-11), little is known about the role that parental instrumental knowledge about beverages may play in SSB intake of their children, particularly the composition, portion sizes, recommendations for intake and influence on health and weight status. Using Social Cognitive Theory as an organizing framework, instrumental knowledge and parenting practices, such as role modeling and making foods

and beverages available, are considered part of the social and physical environment which can be manipulated to change dietary behaviors of children.

This dissertation addressed the promotion of healthful beverage parenting practices by parents of children (6-12 years) in several ways. First, associations were examined between parent- and home-related factors influencing child beverage intake. Second, gain- vs. loss-framed messages were tested for their ability to change parent motivation to engage in positive beverage parenting practices. Lastly, a brief newsletter, text message-based intervention was developed and pilot-tested to improve beverage parenting practices.

Following this introduction (Chapter 1), a review of relevant literature is presented (Chapter 2). Chapter 3 is a summary of the literature review and introduces the specific research objectives for the three studies. Chapter 4 is a report on the first study that examined associations between beverage intake among 9-12 year-old children and parent- and home-related factors. The second study is presented in Chapter 5 where the effects of message framing (gain- vs. loss-framed) were determined on behavioral intention of parents to role model healthful beverage intake and to make healthful beverages available in the home for children (6-12 years). Chapter 6 is a report on the third study which tested the effectiveness of a pilot newsletter/text message intervention for parents of children (6-12 years) to improve home availability of healthful beverages and parental role modeling of healthful beverage intake. A comprehensive list of references is provided in Chapter 7 and appendices are provided in Chapter 8.

## **CHAPTER 2: LITERATURE REVIEW**

### **I. Childhood Obesity**

#### **A. Prevalence**

The high prevalence of overweight and obesity among children and adolescents is a public health concern. When a child or an adolescent (2–19 years) has a body mass index (BMI) greater than or equal to the 95th percentile for age and sex, he or she is considered obese<sup>8</sup>. Children and adolescents are considered overweight when they have a BMI at or above the 85th percentile, and lower than the 95th percentile. The prevalence of obesity among children and adolescents (2-19 years) in the U.S. was approximately 17% or about 12.7 million based on NHANES data collected in 2011- 2014<sup>9</sup>. According to a survey of 9<sup>th</sup> grade students in most schools across Minnesota in 2016, 8% and 13% of girls were obese and overweight, respectively; and 13% and 15% of boys were obese and overweight, respectively<sup>10</sup>. Recent studies reported no change in obesity trends among children and adolescents between 2003-2004 and 2011-2012 except for a decline among younger children (2-5 years old)<sup>11</sup>. However, the prevalence of childhood obesity is still high and considered a problem that should be monitored and addressed.

#### **B. Associated Health Problems**

Childhood obesity increases the risk of short and long-term health problems<sup>12</sup>. Consequently, the medical costs related to obesity in the United States increase each year. These costs totaled about \$190 billion in 2012<sup>13</sup>. Children who are obese have a greater risk of being obese as an adult<sup>12,14,15</sup>. In addition, obese children have an increased risk



for several diseases and obesity-related conditions in adulthood, including type 2 diabetes, cardiovascular disease, hypertension, and cancer<sup>12,14,15</sup>. Obesity in children leads to insulin resistance which contributes to an increased incidence of type 2 diabetes<sup>16</sup>. Hypertension is three times more likely to occur in obese children than non-obese children<sup>17</sup>. Marcovecchio and colleagues<sup>18</sup> showed that obesity-related hypertension is associated with cardiovascular complications during childhood and poses an increased risk of coronary heart disease in adulthood. Moreover, overweight children are more susceptible to adverse cardiovascular disease risk factors in adulthood compared with normal weight children<sup>19</sup>. The adverse health consequences of obesity for children and adolescents include the risk of developing several cancers in adulthood<sup>20</sup>. Studies showed a strong relationship between the increased risk of breast cancer as an adult and obesity in childhood<sup>21–23</sup>. For example, overweight children had a high risk of cancer in later life<sup>24</sup> and high BMI (above the 85th percentile) during adolescence was associated with an increased risk of death from colon cancer for both males and females in adulthood<sup>25</sup>.

Breathing and sleep behaviors are impacted by a child's weight status. Obese subjects are at higher risk than normal weight subjects for having fat deposition in the upper airway anatomy<sup>26</sup>. Therefore, childhood obesity can cause difficulty breathing, which can make any physical activity difficult. Also, shortness of breath could increase the symptoms or raise the possibility of developing asthma<sup>27</sup>. Obesity and obstructive sleep apnea commonly co-exist, therefore risk factors for developing sleep apnea or sleep disorders include childhood overweight<sup>26</sup> and obesity<sup>27,28</sup>. Nearly 40% of obese people have

obstructive sleep apnea, and almost 70% of patients who have obstructive sleep apnea are obese<sup>29</sup>.

Childhood obesity is associated with emotional problems. Obese children can experience emotional health consequences, such as low self-esteem, negative self-body image, and depression<sup>30</sup>. Researchers have struggled to determine if obesity leads to depression or depression leads to obesity. Some obese children could be socially isolated, which can cause emotional and social problems like depression<sup>31</sup>. Negative stereotyping, discrimination, teasing, bullying, and social marginalization are some of the social health consequences that obese children experience<sup>32–35</sup>. Moreover, child abuse such as physical abuse, verbal abuse, and neglect are linked to an increased risk of obesity in adulthood<sup>35,36</sup>.

### **C. Factors Contributing to Childhood Obesity**

The etiology of childhood obesity is complex and multi-faceted. Common factors that can contribute to excess weight in youth in the US are dietary and physical activity behaviors, also known as energy balance-related behaviors, the food and physical activity environment including the way that less healthful foods are marketed and promoted, and education and skills<sup>8</sup>. Energy balance-related behaviors of interest for their contribution to overweight and obesity among children have been suggested to include SSB intake, skipping breakfast, and lack of physical activity and sedentary behaviors<sup>37–40</sup>

### ***1. Physical activity and sedentary behaviors***

Only about one quarter of children and adolescents (6-15 years) in the U.S. met the 2008 Physical Activity Guidelines for Americans of at least 60 minutes of moderate-to-vigorous physical activity per day on at least 5 days per week<sup>41,42</sup>. A decline in physical activity at school and after school is one of the contributors to the obesity epidemic<sup>42-44</sup>. In 1969, approximately 48% of school-aged children walked or biked to school versus only 13% in 2009<sup>45</sup>. Schools are decreasing physical education (PE) programs or reducing the time children spend in PE classes<sup>43</sup>. Children who are inactive tend to become inactive adults. Adequate levels of physical activity during childhood, which may persist in adulthood, can decrease the chance of developing chronic diseases such as type 2 diabetes<sup>42,46</sup> and heart disease as an adult<sup>43</sup>. One of the reasons for inactivity among children and adolescents is screen time based on television, video games, and internet use<sup>47</sup>. Childhood obesity is associated with time spent watching television<sup>48,49</sup>. According to NHANES data (2009-2010), U.S. children between 6 and 11 years spent almost 6 hours per day in sedentary activities such as watching television and using electronic devices with screens<sup>50</sup>.

Snacking while watching television is of concern because most children are not aware of how much they consume while watching television<sup>51</sup>. Watching television and being exposed to marketing and advertisements geared toward youth may increase fast food and snack intakes<sup>52</sup>. Harris, Bargh & Brownell<sup>51</sup> found that elementary-school-aged children (n=118) consumed 45% more snack foods while watching food advertising than other children who watched other types of advertising. Also, adults consumed more snack

foods (healthy and unhealthy) when exposed to food advertising in comparison with other conditions<sup>51</sup>. Emond et al.<sup>53</sup> found that sugar sweetened beverages (SSBs) were the second highest promoted item to parents on television from 2012 to 2013. These results are disturbing because parents may consider SSBs, such as fruit drinks, healthy choices for their children<sup>54,55</sup>.

## ***2. Dietary intake***

### ***a. Energy balance-related behaviors***

Recent research and literature reviews suggested that the high consumption of SSBs and low intake of fruits and vegetables are energy balance-related behaviors related to obesity<sup>56–58</sup>. Fruit and vegetable intakes are considered important factors for energy balance because of their high water and fiber content, and low calorie content. However, between 2007 and 2010, U.S. children (1-18 years) did not meet the recommendations for fruit and vegetable intake based on the U.S. Department of Agriculture report of food patterns<sup>59</sup>. Mixed results were observed in four longitudinal studies that examined relationships between the intake of fruits and vegetables and adiposity<sup>60</sup>. Chinese overweight children (6-13 years) who had high intake of fruits and vegetables had a lower chance of remaining overweight after a two-year follow-up compared to overweight children with lower intake of fruit and vegetables<sup>61</sup>. Results from another study in U.S. children and adolescents (9–14 years) showed an inverse association between vegetable intake and BMI z-score among boys only, without adjustment for energy intake<sup>62</sup>. After adjusting for energy intake, this relationship did not remain. Two studies were conducted among low-income pre-school children in the U.S. to examine associations between fruit and vegetable intake and adiposity<sup>63,64</sup>. One study did not find

an association<sup>63</sup>, whereas the other only found a positive association between adiposity and vegetable intake<sup>64</sup>.

Intake of SSBs has been identified as an energy balance-related behavior with intake associated with weight gain among children and adolescents in the U.S.<sup>65</sup>. The beverages considered SSBs are categorized differently in studies regarding intake and effects of intake. The Centers for Diseases Control and Prevention (CDC) defines SSBs as drinks with added sugar such as regular sodas, fruit drinks (not 100% juice), and punches<sup>66</sup>.

#### b. Intake patterns

Snack consumption in the US is typically based on intake of high calorie foods, representing a high proportion of daily calories. Most of the snacks that children eat are energy-dense food items. Nationally representative dietary intake data for children collected from 1989-91 to 1994-98 to 2003-06 by Piernas and Popkin<sup>67</sup> showed that children consumed three snacks per day, accounting for more than 27% of children's total energy intake. In addition, the major sources of calories from snacks for children were salty snacks and candies, desserts and SSBs<sup>67</sup>. Intake of unhealthy snacks such as, regular soda, cookies, ice cream, candies, and chips contributed to the increase in total energy intake which can be linked to an increased risk of obesity<sup>67</sup>.

## **II. Child beverage intake**

### **A. Sugar sweetened beverages**

#### ***1. Intake***

Data from nationally representative surveys (Continuing Survey of Food Intake by Individuals 1989-1991, NHANES 2005-2006, and NHANES 2007-2008) showed that calories from SSBs among children (6-11 years old) have increased significantly from 130 to 210 kcal/day and the percentage of children drinking these beverages increased from 79% to 91% over about 30 years<sup>68</sup>. The percentage of added sugars in the American diet for children and adolescents ages 2 years and older from beverages was 47%, according to What We Eat in America, NHANES data 2009-2010. Of the 47%, 39% of added sugars came from SSBs<sup>65</sup>. The NHANES has assessed beverage intake trends in children from birth to 5 years across three decades<sup>69</sup>. At least 30% of children <1–5 years of age consumed soft drinks on any given day based on these data. Greater consumption of soft drinks was related to greater age<sup>69</sup>.

Recent data showed a decline in SSB consumption among children and adolescents. Intake of SSBs by preschool children fell from 2003-2012 based on NHANES data by 57 kcal/day<sup>3</sup>. Trends in SSB intake from NHANES data from 1999 to 2010 indicated that SSB intake by youth (2-19 yrs) decreased by 68 kcal/day based on intake in the home, away from home, and with both meals and snacks<sup>70</sup>. Another study examined trends in SSB consumption for children and adolescents (2–5, 6–11 and 12–17 years) based on the biennial California Health Interview Survey involving 3 separate cross-sectional samples

(2003, 2005, and 2007)<sup>71</sup>. From 2003 to 2007, a significant decline was observed in SSB consumption (% consuming 1 or more soda or sugary drinks/per day) among the 3 groups. Consumption decreased from 16% to 5% for young children (2-5 yrs), from 23% to 10% for children (6-11 yrs), and from 36% to 26% for adolescents (12-17 yrs). In Los Angeles County, intake of SSBs for children and adolescents (under 17 years) was reported from 2007 and 2011 by Simon et al.<sup>4</sup>. The percentage of children and adolescents who consumed 1 or more SSB/day decreased significantly from 43% (2007) to 39% (2011). Although results from these studies highlight a recent decline in SSB consumption among children and adolescents, SSB intake is still high and of concern. The percentage of added sugars in the diet is above the Dietary Guidelines for Americans (2015-2020) recommendations of less than 10% of calories/day from added sugars. SSBs account for a substantial proportion of added sugars in the diet.

## ***2. Relationship to health, disease, and weight***

Cardiovascular disease is a health risk that has been associated with obesity<sup>72,73</sup>. Obesity and cardiovascular disease risk factors have been linked to greater consumption of SSBs among children and adolescents<sup>74-76</sup>. Associations between SSB consumption and cardiometabolic markers were examined in children aged 3 to 11 years (4,880 children) based on a nationally representative NHANES dataset (1999 – 2004)<sup>74</sup>. Findings showed a positive and independent association between increased intake of SSBs and higher C-reactive protein concentration, greater waist circumference, and lower high-density lipoprotein cholesterol in young children. Another recent study investigated the relationship between SSB intake and cardiometabolic risks among Asian adolescents (aged 13 years)<sup>75</sup>. Adolescents' average SSB intake in this study was 177.5 ml/day with

significant inverse trends observed between SSB intake and low-density lipoprotein cholesterol and blood pressure<sup>75</sup>.

Negative diet quality in children was linked with beverage consumption patterns that are high in sugars, such as soda<sup>77-79</sup>. Fiorito et al.<sup>79</sup> evaluated effects of consuming sweetened carbonated beverages (soda) on intake of other types of beverages and nutrients in girls 5-15 years of age. Girls who consumed soda at age 5 had lower intake of milk and higher intake of soda vs. girls who did not consume soda. Also, soda consumers had greater consumption of added sugars and lower intakes of protein, fiber, vitamin D, calcium, magnesium, potassium, and phosphorous. These patterns of nutrient intake were similar in girls 5-15 years old who consumed soda. Another study<sup>78</sup> examined dietary intake in US households using NHANES 2003-2010 data, which included adults and children (2-18 years). Children consumed  $1.58 \pm 0.04$  servings/day of calorie-sweetened beverages. Children who consumed calorie-sweetened beverages had higher total calorie intake from foods, and higher energy intake from protein, total fat, and saturated fatty acids compared with children not consuming calorie-sweetened beverages. Findings showed that households buying any kind of sweetened beverages were more likely to have poor dietary intake habits.

The type of carbohydrate, solid or liquid, is a key element that could influence the satiety process and subsequent energy intake. Recent data suggest that solid carbohydrates contributed to greater satiety than liquid forms<sup>80</sup>. Therefore, high consumption of SSBs among children could increase consumption of other foods. For example, children aged



6-11 years old who consumed SSBs had higher food intake ( $+ 342 \pm 51$  kcal) in comparison with non-consumers<sup>81</sup>.

Most of the research on sugar-sweetened beverage intake among adolescents has focused on a potential relationship with obesity<sup>82</sup>. Two longitudinal studies found a positive association between the intake of sugar-sweetened beverages and increased weight or BMI among adolescents<sup>83,84</sup>. The first study observed girls (black and white) for 10 years who were between the ages of 9-10 years at baseline<sup>85</sup>. Consumption of regular soda was associated with a significant increase in BMI. The second study was a 3-year prospective cohort study that included boys and girls ( $n > 10,000$ ) who were 9-14 years old at enrollment. Children of both genders who increased their intake of SSBs by 2 or more servings/day over a year had significant weight gain compared to those who did not<sup>83</sup>. Another study assessed beverage patterns among children (2-11 years) by using 24-hour diet recalls from NHANES (2001-2002) data<sup>77</sup>. A positive relationship between beverage patterns and BMI were observed in school-aged children, but not in preschool children. A study by de Ruyter and colleagues<sup>86</sup> examined the effects of consuming SSBs regularly on weight gain among children 4-11 years old. Children randomly received one can per day at school of either a sugar-sweetened noncarbonated beverage or a noncaloric, artificially-sweetened, noncarbonated beverage. Normal weight children who received noncaloric beverages had less weight gain and fat mass increases vs. children who consumed SSBs<sup>86</sup>. These results were not consistent with results from a study on the intake of multiple beverages in relation to obesity among preschool children (2-5 years old) who were enrolled in the Special Supplemental Nutrition Program for Women,

Infants, and Children (WIC)<sup>83</sup>. Intakes of milk, fruit juice, fruit drinks, soda, and diet soda were examined. No association was observed between beverage intake and changes in weight and BMI in preschool children. Milk and fruit juice were consumed at a high level and fruit drinks, soda, and diet soda were consumed at a low level possibly because WIC does not provide vouchers for SSBs. Therefore, low consumption of SSBs may have inhibited the ability to identify a relationship between sweetened-beverage consumption and changes in weight and BMI in preschool-aged children.

Few studies have focused on the impact of early beverage patterns on adiposity in children and adolescents. Fiorito and colleagues<sup>79</sup> investigated the effects of beverage intake of girls at age 5 on adiposity, energy intake, and weight status within childhood and adolescence. Girls at age 5 who were consuming sweetened beverages, not including milk or fruit juice, had higher adiposity from age 5 to 15 years. During childhood and adolescence, higher BMI, percentage body fat, and waist circumference were significantly associated with greater intake of sweetened beverages at age 5. From these findings, the authors indicated that early SSB intake can predict weight status and adiposity in childhood and adolescence<sup>79</sup>.

## **B. Dairy beverage intake**

### ***1. Intake***

Milk and other dairy products are important sources of micronutrients such as calcium, magnesium, zinc, potassium, phosphorus, iodine, vitamin D, vitamin A, vitamin B<sub>12</sub>, and riboflavin which are important for childhood growth and development<sup>87,88</sup>. Data from 1977 to 2001 showed that intake of dairy beverages, such as milk, has decreased among

children and adolescents<sup>89</sup>. Recent data from the 2007–2015 national Youth Risk Behavior Surveys showed a decrease in daily milk intake during 2011-2015 from 44.3% to 37.4% of those reporting intake<sup>90</sup>. The 2015-2020 Dietary Guidelines for Americans for dairy foods for children (2-18 years old) is two to three servings a day<sup>91</sup>. Based on NHANES 2007-2010 data, many U.S. adolescents (9-18 years) do not meet the Dietary Guidelines recommendations for dairy food intake (99% of girls and 78% of boys)<sup>65</sup>. Beverage intakes among girls in the US (n=2,371) were monitored from 9-10 years to 19 years with results showing a steady trend of decreased milk intake and increased soda intake<sup>85</sup>. Similar results were seen among girls and boys<sup>92</sup>. Dairy foods play an important role as a source of calcium among children<sup>93</sup>, therefore the trend of decreased milk intake may lead to an increase in the number of children not meeting calcium requirements.

## ***2. Relationship between dairy product intake and diet quality, health, disease, and weight***

Beverage consumption patterns that are high in sugars and low in dairy were linked to negative diet quality in children<sup>76</sup>. A review of 11 observational studies showed an inverse association between intake of milk and/or dairy products among children and adolescents and dental caries<sup>87</sup>. In addition, intake of dairy products including milk has been positively associated with bone health. A review of seven intervention studies that increased dairy product intake from 10 months to 2 years showed a significant improvement in bone mineral content among children (5-15 years)<sup>87</sup>. Associations between blood pressure in children and dairy product intake were investigated in two prospective cohort studies. These studies found that high intake of dairy products among young children (18-59 months) resulted in low blood pressure during middle childhood<sup>94</sup>

or early adolescence<sup>95</sup>. Mixed results were observed for the relationship between the intake of dairy products and body weight among children. However, most prospective and cross-sectional studies showed a beneficial relationship between dairy and/or calcium consumption and weight among children and adolescents<sup>96</sup>. For instance, the intake of calcium among children (7-10 years) was inversely associated with BMI<sup>97</sup>. Another study found that African American girls (11–18 years) who had low intakes of calcium (< 314 mg/day) had higher percent fat mass compared to girls with the highest intakes of calcium ( $\geq 634$  mg/day)<sup>98</sup>.

### **III. Parents' influence on child beverage intake**

Parents exert a strong influence on dietary intake of children based on the example they provide, the foods and beverages they make available at home, the rules or expectations they have for what their children eat or drink, and the advice they impart<sup>6,7</sup>. However, the influence of parenting practices and knowledge regarding beverages on beverage intake among early adolescents needs to be further explored. A better understanding of this influence is important based on the lack of information about parental beverage knowledge<sup>99</sup> and the need to address beverage decision making during the critical developmental period of early adolescence.

#### **A. Role modeling**

Role modeling, or the transfer of behaviors by social relations, is a key mechanism highly recommended in obesity interventions<sup>100,101</sup>. Poor nutrition among children was related to beverage intake patterns that are low in dairy and high in sugars<sup>77,78</sup>. Vereecken,

Keukelier, & Maes<sup>102</sup> examined the influence of several food practices of mothers on the food consumption of their preschool children (2.5-7 years) including the avoidance of negative modeling behavior (i.e., no intake of soft drinks in the presence of their children). A negative correlation was observed between child soft drink consumption and parental avoidance of negative modeling behavior<sup>102</sup>. Another study found that 73% of adolescents consumed at least one soda per day when their parents consumed one or more sodas daily compared to 53% whose parents did not drink soda<sup>103</sup>. Based on child report, Grimm, Harnack, and Story<sup>104</sup> found that parents who regularly consume soft drinks were nearly three times more likely to have children (8-13 years old) who consume soft drinks five or more times per week in comparison with children whose parents did not consume soft drinks on a regular basis<sup>104</sup>. Parents' intake of dairy foods was associated with dairy intake among children and adolescents<sup>105-107</sup>. Infrequent dairy intake by parents negatively affected child milk intake patterns<sup>105,108</sup>. When mothers consumed milk more frequently their daughters (5 years) also consumed milk more frequently and consumed less soft drinks<sup>108</sup>. Moreover, soft drink intake for mothers and their daughters was inversely correlated to milk and calcium intake<sup>108</sup>.

## **B. Availability**

Parental intake and household availability of SSBs have been identified as predictors of SSB consumption by children<sup>109,110</sup>. Harris & Ramsey<sup>111</sup> found that SSB intake by African American fathers and household availability of SSBs significantly predicted SSB intake by children. Ezendam et al.<sup>112</sup> examined the home environment (availability and family food rules) as a predictor of change in SSB intake using longitudinal data from Dutch adolescents. This study was unique in the use of longitudinal data. Low home

availability and stricter family food rules related to consuming SSBs were linked to a decrease in SSB intake between baseline and 4-months follow-up<sup>112</sup>. Availability of milk at meals was positively associated with intake among female adolescents<sup>99</sup>. Another study found that dairy intake among Serbian school aged children was affected by parent reinforcement<sup>113</sup>. The availability of SSBs at home may decrease children's intake from milk, which suggest that SSBs displace milk consumption<sup>85,114–116</sup>.

Health behaviors such as unhealthy eating have been explained by socio-cognitive models where environmental factors, such as the availability of foods in the physical environment, or expectations of parents as a component of the social environment, can affect food choice or dietary intake<sup>117</sup>. Family social environments have been shown to influence a number of weight-related behaviors related to eating patterns<sup>118</sup>. Within the family social environment, parents play an essential role that impacts adolescents' food beliefs and behaviors<sup>119</sup>. A cross-sectional study by Conlon et al.<sup>120</sup> examined the role of parenting practices and the home environment among Hispanic/Latino overweight and obese children (7-12 years old). Parent monitoring was inversely associated with SSB availability. Moreover, parent limit setting of soda was negatively related to SSB availability<sup>120</sup>. Parent responses to beverage choices made by adolescents were examined by Riebl et al.<sup>121</sup> using the Theory of Planned Behavior<sup>122</sup>, which considers attitudes, norms, perceived behavioral control and intention as precursors to behavior. Results showed that parents significantly discouraged their children from consuming SSBs at home more than encouraging consumption of non SSBs. On the other hand, parents' reactions were more encouraging of non SSBs than discouraging of SSBs out of the

home<sup>121</sup>. Another study that examined influences on parent purchasing behavior (n=2,381) involved reactions to randomly-assigned health warning labels<sup>123</sup>. Three label conditions were developed: 1) a control group with no label, 2) a calorie label, and 3) warning labels regarding contribution of SSBs to obesity or weight gain, diabetes, and tooth decay. Results showed that 40% of parents in the warning label conditions chose SSBs for their child compared with 60% of parents in the control group with no label, and 53% of parents in the calorie label condition.

The family physical and social environment is influenced by demographics factors, such as education, socio-economic status, and occupation. Several studies have shown that education level influences the initiation of healthy behaviors to establish healthy lifestyles<sup>125-127</sup>. Therefore, the education level of parents may be an important factor in helping youth establish healthy eating behaviors and lifestyles. Studies have suggested that people with better education tend to have the essential health information, knowledge, skills, values, and psychological control in order to choose healthy behaviors to establish healthy lifestyles<sup>128</sup>. Nutrition knowledge has also been associated with eating behaviors for adults and adolescents<sup>129-130</sup>. The differences in nutrition knowledge were significant between socio-demographic groups<sup>131</sup>. In addition, men had poor knowledge compared with women, and knowledge was lower in those with lower socio-economic status and lower educational level<sup>129</sup>.

Studies that have investigated the relationship between parental knowledge and SSB intake are limited. Park, Onufrak, Perry and Blanck<sup>132</sup> examined the association between

health-related knowledge and SSB consumption among adults. Results showed that adults' SSB consumption was significantly associated with knowledge about SSBs<sup>132</sup>. Similar results were found in a study that evaluated nutritional knowledge and food intake among Italian children and adolescents (4-16 years old)<sup>133</sup>. Nutrition knowledge was negatively related to intake of sugary drinks. High parent educational and occupational levels were significantly associated with lower child and adolescent sugary drink consumption ( $B = -0.438$ )<sup>133</sup>. Another study found that parental nutrition knowledge (including knowledge about SSBs) was a significant predictor of Norwegian adolescents' nutrition knowledge<sup>134</sup>. However, SSB intake among adolescents was not significantly related to either parents' or adolescents' knowledge scores. In addition, some parents have misperceptions that sugary drinks, specifically sport drinks, fruit drinks, and flavored waters, are healthier options for their children<sup>55</sup>.

## **IV. Intervention strategies to improve beverage intake of children**

### **A. Previous interventions to improve beverage intake**

Several interventions among children evaluated the effects of decreasing SSB consumption on body weight<sup>5</sup>. Studies were primarily school-based education programs and those that replaced SSBs in the home with artificially sweetened or non-caloric beverages<sup>5</sup>. Ebbeling et al.<sup>135</sup> conducted a 1-year intervention with overweight or obese adolescents to decrease intake of SSBs by replacing SSBs with non-caloric beverages. Non-caloric beverages, such as bottled water and diet beverages, were delivered to homes of intervention group participants but not to the homes of the control group participants.



After the intervention, the intervention group had almost eliminated their intake of SSBs, and had a smaller increase in BMI compared to the control group. After an additional year without the intervention, the intervention group also had a lower SSB intake compared to the control group<sup>135</sup>. Another study assessed the feasibility of a home environment intervention to decrease SSB consumption among low-income families with overweight children (5-12 years)<sup>136</sup>. Researchers delivered non-caloric beverages to homes of children in the intervention group for 6 months including flavored and unflavored water, still and sparkling waters, artificially-sweetened water, and unsweetened teas. SSB consumption was lower in the intervention group than the control group (0.21 [SE = .09] vs. 0.45 [SE = .10], respectively,  $P < .09$ ), however, the difference was not statistically significant.

Some school-based interventions have shown positive results. For example Lien et al.<sup>137</sup> conducted a multi-component 20-month school-based intervention that aimed to increase fruit and vegetable intake and total physical activity and decrease SSB intake and screen time among adolescents 11-13 years. Results showed a lower intake of sugar-sweetened fruit drinks in the intervention group in comparison with the control group<sup>131</sup>. A controlled trial<sup>138</sup> used a “water campaign” in four schools among Dutch children (6-12 years) and their parents. The intervention included lessons at the school and community activities for children and their parents to decrease children’s SSB intake by promoting water intake. Children in the intervention group had a lower average SSB intake and fewer SSB servings than the control group<sup>138</sup>. A systematic review and meta-analysis by Vargas-Garcia et al.<sup>139</sup> examined behavior change techniques used in 28 interventions to

reduce SSB intake among children and adolescents and only found one study<sup>140</sup> that targeted adolescents and their parents together. This study provided guidelines about food availability in the household and promoted behavioral changes through in-person group meetings, telephone calls, and monthly newsletters. The intervention resulted in adolescents in the intervention group having greater fruit and vegetable intakes than the control group and a decreased intake among parents in the intervention compared to the control group from SSBs, snacks, and sweets<sup>140</sup>. Vargas-Garcia et al.<sup>139</sup> found that the “model/demonstrate the behavior” behavior change technique was effective in reducing SSB in children.

#### B. Strategies used in prevention programs

Previous interventions to reduce SSB intake among children have focused on activities that involve children, such as school-based curricula or home replacement strategies<sup>5,134,136,137</sup>. Another approach is to focus on parenting practices to decrease SSB intake by children. For instance, several parenting practices such as role modeling and controlling home availability can be used to promote the same healthy dietary behavior of reducing SSB intake by children<sup>141</sup>. Strategies are needed to involve parents in interventions to reduce SSB intake by children and improve motivation to engage in these practices. One strategy is to deliver motivational messages via intervention channels such as in-person classes or through less direct print or online media approaches.

##### 1. Gain vs. loss- framed messages

Message framing is a common method used in health communication to promote or motivate health behavior change<sup>142</sup>. Studies on the effects of message framing for diet

and nutrition behaviors are limited. The few studies examining the effectiveness of gain (positive) and loss (negative) framed messages showed variability in impact, based on the type of behavior<sup>143</sup>. For instance, gain-framed messages were shown to be more effective on prevention behaviors such as physical activity and eating healthy foods than detection behaviors. On the other hand, loss-framed messages were more effective on early detection or prevention of a medical condition such as breast self-exams and screening mammography. For nutrition messages, gain-framed messages were rated more positively than loss-framed messages<sup>144-146</sup>. The few studies that have examined the effectiveness of gain- vs. loss-framed messages on nutrition behaviors were conducted to improve fruit and vegetable intake by children or adolescents<sup>144,145</sup> or perceptions of diabetic education among adults<sup>146</sup>. For example, 57% of children chose to eat apples for a snack instead of animal crackers after watching a video (gain-framed nutrition message about benefits of eating apples) compared to 33% of control children (video about children playing a game)<sup>144</sup>. For African American adolescents (12-16 years), gain-framed (short-term) messages were most salient for fruits and/or vegetables compared with other message types<sup>145</sup>. Hispanic adults rated gain-framed messages about diet and diabetes more positively than loss-framed messages<sup>146</sup>. However, loss-framed messages were more engaging with stronger intention to eat healthy and/or become physically active.

Studies are more limited on effects of message framing for parenting practices that focus on the health of someone other than the person receiving the message. Limited studies have also addressed the effectiveness of gain- vs. loss-framed messages for different

behaviors that could produce the same outcome<sup>147</sup>. In addition, studies that examine the effects of various dispositional factors on gain- vs. loss-framed nutrition messages are limited<sup>143</sup>. A recent review showed that gain-framed messages were more effective when the behavior helped individuals avoid risk, the outcome of the behavior was certain, and individuals had a low level of involvement or interest in the issue<sup>143</sup>, however, few studies were focused on diet or nutrition-related outcomes. Reactions to gain- vs. loss-framed messages to motivate the frequency of parenting practices may reflect dispositional factors such as self-efficacy beliefs, level of involvement, or risk aversion. The limited number of studies that tested message framing to promote healthy dietary behaviors supported the effectiveness of gain- vs. loss-framed messaging but few studies examined the effects of various dispositional factors<sup>145,146,148,149</sup>. In addition, changing dietary behaviors via message framing mostly focused on messages that aimed to modify behaviors of the person receiving the message<sup>144-146</sup> rather than as a proxy for another person.

## 2. Newsletters and text messages

Newsletters have been used along with other intervention strategies to change nutrition-related behaviors, knowledge, and attitudes among adults<sup>150-153</sup>. These results highlight the potential role for newsletters as a part of parent education programs to promote parental practices that encourage positive changes in child beverage consumption at home. Messages for parents can be embedded in intervention materials available in print and/or electronic format including newsletters. A recent systematic review and meta-analysis<sup>139</sup> found that home-based interventions were more effective in decreasing SSB consumption among children and adolescents versus school-based interventions. In

addition, one of the most common behavior change techniques used among the intervention groups was providing information about the consequences of engaging or not engaging in the behavior<sup>139</sup>. For example, in the case of SSB consumption, information could be provided on the consequences of heavy consumption of SSBs via newsletters and text messages. Newsletters and text messages are considered a cost-effective method to deliver nutrition information.

Several studies have reported the use of parent newsletters in conjunction with other intervention strategies to change parent behaviors<sup>145-156</sup>. For example, in a 6-month school-based intervention trial, parent newsletters were used to encourage parents to help children change sedentary behavior<sup>157</sup>. Results showed that children in the intervention groups spent less time watching TV and playing computer/videogames compared to the control group. A review of interventions in child-care settings identified educational newsletters that targeted parents as a strategy to improve nutrition outcomes in children<sup>154</sup>. Newsletters were used in a nutrition education program designed for low-income families in 24 child-care centers to increase fruit and vegetable consumption among children and to encourage children to drink low-fat/fat-free milk instead of whole milk<sup>155</sup>. The intervention included 6 newsletters that were distributed to parents weekly. Fifty-two percent of parents reported reading all or most of the newsletters. The program showed a significant increase in vegetable intake and the use of low-fat/fat-free milk at home among children. Parental newsletters were also used to promote accessibility and home availability of fruits and vegetables. Children whose parents reported the highest

usage of the newsletters had higher fruit and vegetable intakes compared to children whose parents had the lowest usage at 8 and 20 months follow-up<sup>156</sup>.

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## **CHAPTER 3: LITERATURE REVIEW SUMMARY AND RESEARCH OBJECTIVES AND HYPOTHESES**

The prevalence of obesity among children (6-11 years) in the U.S. in 2011-2014 was estimated to be 17.5%<sup>1</sup>. Childhood obesity increases the risk of being obese as an adult along with increased risk of type 2 diabetes, cardiovascular disease and metabolic syndrome<sup>2,3</sup>. Energy balance-related behaviors related to obesity among children include high intake of SSBs, skipping breakfast, lack of physical activity, and increased screen time usage among children<sup>4</sup>.

Beverages are a major dietary component of children and adolescents. SSBs are a major source of empty calories for youth. Dairy beverage intake among children has decreased over the past 30 years<sup>5,6</sup>, resulting in a high percentage of adolescents not meeting the Dietary Guidelines recommendations for dairy product intake<sup>7</sup>. High intake of SSBs and low intake of dairy among children and adolescents were associated with lower diet quality<sup>8,9</sup>.

Parents exert a strong influence on the dietary intake of their children based on several food-related parenting practices. Parents serve as role models for beverage intake among youth. Intake of dairy beverages and SSBs by parents were related to intake of dairy beverages and SSBs intake among children in several studies<sup>10-12</sup>. In addition to role modeling, home beverage availability can influence intake by youth. SSBs and dairy

beverage availability at home were also associated with children's intake of these beverages in several studies<sup>13-15</sup>.

Previous studies have used a variety of intervention strategies to reduce consumption of SSBs among children. For instance, studies have used school-based educational programs or replacing of SSBs with non-caloric beverages at home<sup>16,17</sup>. Studies were found to be more effective in reducing SSB intake when they were applied in home-settings versus school settings<sup>18</sup>. Future interventions should include parents to improve the quality of food and beverage intake and nutrition habits of children and adolescents.

A common method used in health communication to motivate health behavior change is via message framing. Gain-framed nutrition messages were rated more positively than loss-framed nutrition message<sup>19,20</sup>. Newsletters are a cost-effective method found to be effective in changing nutrition-related behaviors among adults<sup>21-24</sup>.

Three studies were completed to address the need to engage parents to promote healthful beverage parenting practices based on the associations between parenting practices and child intake, and effectiveness of methods to motivate parents to perform healthful beverage parenting practices.

## **I. Study one: Beverage Intake among Children: Associations with Parent and Home-related Factors (Chapter 4)**

Research question: Do associations exist between parental and home-related factors, (particularly instrumental knowledge regarding beverages, home availability, and role modeling), and early adolescent beverage intake?

Objective: To determine whether associations exist between parental and home-related factors and early adolescent beverage intakes among early adolescent children (9-12 years).

## **II. Study two: Gain-framed Messages Motivate Sugar-Sweetened Beverage Parenting Practices More than Loss-framed Messages (Chapter 5)**

Research questions: Does the type of message framing (gain-framed vs. loss-framed) affect the level of motivation for parents of children (6-12 years) to role model intake of healthy beverages and to make healthy beverages available at home? Does message framing operate the same when the benefits directly affect the child and indirectly benefit the parent? Do dispositional factors affect motivation based on gain- vs. loss-framed messages?

Objective: 1) To determine whether behavioral intention differs by valence (gain-framed vs. loss-framed) of messages developed to motivate parents of early adolescent children (6-12 years) to engage in targeted behaviors. 2) To determine the effectiveness of gain- vs. loss-framed messages among parents grouped by low and high scores on home availability of SSBs, low and high SSB intake, and normal and overweight/obese status.

### **III. Study three: Effectiveness of an online newsletter/text message intervention promoting beverage-related parenting practices: pilot test results (Chapter 6)**

Research question: Will a pilot newsletter/text message-based intervention improve parents' report of making healthy beverages available at home and role modeling intake of healthy beverages?

Objective: To test the effectiveness of a brief, pilot newsletter/text message-based intervention for parents on home availability of healthful beverages, and frequency of role modeling intake of healthful beverages for children (6-12 years).

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# **CHAPTER 4: BEVERAGE INTAKE AMONG CHILDREN: ASSOCIATIONS WITH PARENT AND HOME-RELATED FACTORS**

Supporting documents are found in Appendices 8.1-8.3

## I. Overview

Beverage intake can influence child diet quality in a positive or negative manner depending on the beverage type and amounts consumed. Parenting practices such as role modeling and control of home beverage availability have been associated with child beverage intake, whereas examination of the influence of parental beverage nutrition knowledge has been more limited. The purpose of this study was to examine the relationships between sugar-sweetened and dairy beverage intake among children (9–12 years) and home and parental factors. A questionnaire was administered among a convenience sample of parents ( $n = 194$ ) to assess beverage nutrition knowledge, beverage intake and home availability of beverages. Children completed a questionnaire to estimate usual beverage intake. Daily sugar-sweetened beverage intake by children ranged from 0.4 to 48 oz. Logistic regression analysis was used to examine relationships. Parents were mostly female, white, well educated, and employed. Home availability of sugar-sweetened and dairy beverages was positively associated with child sugar-sweetened (OR = 1.48,  $p = 0.03$ ) and dairy beverage intake (OR = 1.34,  $p = 0.03$ ), respectively. Parent dairy beverage intake was associated with child dairy beverage intake (OR = 1.06,  $p = 0.01$ ). Parent knowledge about sugar in beverages was related to child dairy beverage intake (OR = 1.46,  $p = 0.02$ ), whereas calcium/dairy knowledge and general beverage nutrition knowledge were not related to child beverage intake. Parenting practices and knowledge may play a role in determining child beverage intake.

**Keywords:** children; beverage intake; parenting practices, nutrition knowledge

## **II. Introduction**

Beverages play a major role in the diets of children and adolescents [1]. Sugar-sweetened beverages (SSBs) are a leading source of empty calories and are considered one of the key elements of child obesity prevention initiatives in the United States (U.S.) [1]. On the other hand, milk provides important nutrients such as protein, calcium and vitamin D in addition to calories [2].

Intake of SSBs by U.S. children and adolescents is a concern because of associated health issues [3–6]. Data from the National Health and Nutrition Examination Survey (NHANES) 2011–2014 showed that nearly two-thirds of U.S. youth (2–19 years) consumed at least one SSB on a given day [7]. Beverages accounted for 47% of added sugars in the diet for children and adolescents (NHANES 2009–2010) [1]. Poor diet quality in children was linked with beverage consumption patterns high in sugars and low in dairy beverages [8,9]. Three meta-analyses showed relationships between SSB intake and weight gain and type 2 diabetes in children and adolescents [4,5,10].

Intake of dairy foods is associated with meeting nutrient intake requirements for growth and development for children and adolescents [2]. However, many adolescents (9–18 years) in the U.S. do not meet 2010 Dietary Guidelines recommendations for intake of 3 daily servings of dairy products (99% of girls and 78% of boys) based on NHANES 2007–2010 data [11]. Over the past several decades, milk intake has decreased among children and adolescents [2,12], making it less likely that recommendations for dairy food intake are being met.

Using Social Cognitive Theory as an organizing framework [13], parenting practices such as role modeling and controlling home beverage availability are considered part of the social and physical environment which can be manipulated to change beverage intake behaviors of children [14,15]. Evidence for a relationship between parenting practices and SSB intake among children and adolescents [16-18] is more extensive than the limited number of studies examining the role that parenting practices play in influencing intake of dairy beverages [19–23].

Parental influence on child beverage intake may be related to knowledge about diet and health. SSB intake among adults was significantly associated with knowledge about SSBs [24], thus potentially affecting the potential to role model intake for children. However, few studies have examined the role of parental nutrition or beverage knowledge on child beverage intake or on parenting practices that could affect intake. In one study, parental nutrition knowledge (including knowledge about SSBs) was a significant predictor of Norwegian adolescents' nutrition knowledge [25]. However, SSB intake among adolescents was not significantly related to either parental or adolescent knowledge scores. In another study, parents of children 2 to 17 years (80% women, 54% White) perceived that sugary drinks, specifically sport drinks, fruit drinks, and flavored waters, were healthy options for their children [26]. Interviews with 201 parents of early adolescent children showed limited knowledge about calcium functions, requirements, and food sources and expectations for regular consumption of calcium-rich foods by children [27]. The lack of previous studies and inconsistent results of existing studies

indicates a need to better characterize the relationship between parental knowledge and beverage intake of children.

Parental influence on beverage decision making and behaviors needs to be addressed during the critical developmental period of early adolescence as dietary behaviors tend to track into adulthood [21]. The purpose of this study was to test the hypotheses that associations exist between beverage intakes among early adolescent children (9–12 years) and home and parental factors such as knowledge regarding beverages, beverage home availability, and role modeling beverage intake.

### **III. Materials and Methods**

#### **A. Participants**

A convenience sample of parents/caregivers ( $n = 194$ ) completed a questionnaire at the Minnesota State Fair in 2014 in a building specifically designed for research studies (Driven to Discover building). Parents were recruited for the study with signage posted in the building. They were eligible if they were the person primarily responsible for food acquisition/preparation of a child (9–12 years), and could complete a questionnaire in English. Children of parent participants were eligible if they were 9–12 years of age. The University Institutional Review Board approved the study with consent and assent procedures (IRB Code Number: 1405P50922). Parents and children were each given \$5 in State Fair ride tickets as compensation for their participation.



## **B. Parent questionnaire**

Items were created to assess knowledge about healthful and less healthful beverages with respect to composition (energy, nutrients, and portion sizes), recommended intakes, and relationship to health [1,28–30]. Several University faculty and graduate students reviewed the items for content validity. Nutrition undergraduate and graduate students ( $n = 97$ ) answered the questions to assess the difficulty level and provided comments about comprehension. Items were revised as needed based on these responses. After revision, items were organized into three main categories including beverage nutrition knowledge (8 items), dairy/calcium knowledge (8 items), and knowledge about sugar in beverages (7 items). To score the items, each correct answer was assigned a point value of 1 with a possible score ranging from 0–8 or 0–7 depending on the number of items (See Supplementary Material).

## **C. Assessment of home beverage availability**

Home availability of various beverage types was assessed using 9 questions previously evaluated for reliability and validity with parents of adolescents [31]. The questions asked: “How often would you say these beverages are available in your home?”

Beverages included milk, soft drinks, fruit drinks, fruit juice, and water and the response options included 1 = always – 4 = never). Items were grouped and summed to construct continuous variables to assess the availability of SSBs (regular soda pop and fruit drinks) and dairy-based beverages (whole milk, 1%, 2% or soy milk; flavored milk; blended yogurt and juice drink or yogurt drinks). Home availability of various beverage types was assessed using 9 questions previously evaluated for reliability and validity with parents of adolescents [31]. The questions asked: “How often would you say these beverages are

available in your home?” Beverages included milk, soft drinks, fruit drinks, fruit juice, and water and the response options included 1 = always–4 = never. Items were grouped and summed to construct continuous variables to assess the availability of SSBs (regular soda pop and fruit drinks) and dairy-based beverages (whole milk, 1%, 2% or soy milk; flavored milk; blended yogurt and juice drink or yogurt drink).

#### **D. Assessment of usual beverage intake**

A previously validated 15-item beverage questionnaire was used to assess usual beverage intake among parents as an indication of modeling beverage intakes for children [32]. Beverage items included soft drinks, dairy beverages, fruit juice, water, caffeinated, and energy beverages. Respondents were asked to indicate their usual intake over the past month by indicating how often they consumed the beverage (never or less than 1 per week, 1/week, 2–3/week, 4–6/week, 1/day, 2+/day, 3+/day) and how much they consumed (less than 6 oz, 8 oz, 12 oz, more than 12 oz). Children completed 9 questions about the frequency of beverage intake from the Harvard food frequency questionnaire to assess usual intake with added questions about specific beverages [33]. The beverages were soda pop, fruit-flavored drinks, fruit juice, café latte, coffee or tea, cocoa, milk, milk on cereal, and water.

Items were grouped and summed to construct continuous variables to assess daily intake of SSBs. For parents, this included soft drinks, sweetened juice, sweetened tea, tea or coffee with cream and/or sugar, and energy drinks. For children, this included soda pop and fruit-flavored drinks. Items were grouped to construct variables to assess daily intake

of dairy-based beverages. For parents, this included whole, reduced fat, and fat-free milk. For children, this included milk, milk on cereal, and cocoa made with milk.

#### **E. Demographic and physical characteristics**

Parents provided information about demographic characteristics for themselves (age, gender, ethnicity, race, education, employment, and food assistance) and their child (age and gender). Researchers measured height and weight of children using standard procedures [34]. Mean height and weight values were used to calculate body mass index (BMI). Questionnaires were completed on iPads using a Qualtrics survey platform (Qualtrics, Provo, UT, USA). Completion of the research activities took about 10 to 15 min per family.

### **IV. Data analysis**

Responses to grouped items (knowledge, availability, and intake) were summed across the items to produce summed scores for these continuous variables. Child daily SSB and dairy beverage intake variables were dichotomized into “8 ounces or more” and “less than 8 ounces” (8 oz = 1 fluid cup or 237 mL). For categorical variables, frequency counts and percentages were calculated. For continuous variables, means and standard deviations were computed.

Chi square tests were used to identify univariate associations between child intake outcomes (SSB and dairy beverages), child sex, parent sex, food assistance (any/none), number of children in the home, education, and employment (not shown).

Two multiple logistic regression models were constructed to estimate adjusted odds ratios and 95% confidence intervals for the binary outcomes of child sweetened beverage intake (8 ounces or more/day) and child dairy beverage intake (8 ounces or more/day). Pearson correlation analyses were conducted to determine which potential variables should be included in the regression models. Both models included summed scores for availability of sugar-sweetened beverages and dairy beverages; summed knowledge scores for beverage nutrition, dairy beverages/calcium, and sugar in beverages; parent intake of SSBs (in the dairy beverage intake model only) and dairy beverages (in the SSB intake model only); and child intake of orange juice and dairy beverages, adjusted for child sex and child age. All beverage intake variables were continuous, independent variables in the regression models. Statistical significance was assessed at the  $p = 0.05$  level in all analyses. Statistical Analysis System software (SAS; version 9.3, SAS Institute Inc., Cary, NC, USA) was used to analyze all data.

## **V. Results**

### **A. Participant characteristics**

Information about parent ( $n = 194$ ) and child ( $n = 194$ ) demographic characteristics and the household is presented in Table 1. The majority of parents were white (92%), had some college/ $\geq 4$ -year degree (94%), were women (81%) and were employed full/part time (82%). Mean age and BMI were 43 years and 26.2 BMI units, respectively. Mean child (SD) age was 10.6 (1.1); 49% were boys.

**Table 4.1 Demographic characteristics of parent and child participants in a cross-sectional survey**

<b>Parent</b>	<b>Mean (SD) [Range]</b>
Age (n=187)	42.7 (6.1) [30 - 66]
Body Mass Index (n=143)	26.2 (5.5) [15.8 - 55.2]
	<b>n (%)<sup>1</sup></b>
<b>Sex<sup>1</sup></b>	
Female	154 (80.6)
Male	37 (19.4)
<b>Relationship to child<sup>1</sup></b>	
Parents	188 (97.4)
Other	5 (2.5)
<b>Education<sup>1</sup></b>	
High school diploma or GED	11 (5.8)
Some college or technical school	33 (17.3)
4-year college, university degree or advanced degree	147 (77.0)
<b>Employment<sup>1</sup></b>	
Homemaker	25 (13.2)
Employed part-time	32 (16.8)
Employed full-time	124 (65.3)
Retired/Not Employed/Student)	9 (4.8)
<b>Ethnicity<sup>1</sup></b>	
Hispanic or Latino	5 (2.7)
Not Hispanic or Latino	183 (97.3)
<b>Race<sup>1</sup></b>	
White or Caucasian	179 (92.3)
Other	12 (6.1)
<b>Household</b>	<b>n (%)<sup>1</sup></b>
Food Assistance <sup>1</sup>	

None	170 (87.6)
Public food assistance	20 (10.3)
Children <18 years in the home <sup>1</sup>	
1 child	30 (15.8)
2-3 children	141 (74.2)
4 or more children	19 (10.0)
Adults >18 years in the home <sup>1</sup>	
1	21 (11.1)
2	152 (80.0)
3 or more	17 (9.0)
<b>Children</b>	<b>Mean (SD) [Range]</b>
Age (n= 193)	10.6 (1.1) [9-12]
Body Mass Index (n=192)	19.0 (3.4) [13.4-33]
	n (%)
Sex <sup>1</sup>	
Female	98 (50.8%)
Male	95 (49.2%)
Child in home (days/week) <sup>1</sup>	
1-3	171 (90.0%)
4 or more	19 (10.1%)

<sup>1</sup>n =188-193 indicating that data are missing from 1-6 parents for these variables

## B. Home beverage availability

Parents reported the availability of a variety of beverages in their home (Table 2). The two beverages that were most commonly always available were milk (whole, low-fat, or soy) (76% of homes) and bottled water (41%). The beverages rated as sometimes available at home were flavored milk (57%), hot chocolate (75%), regular soda (59%),

100% fruit juice (44%), and fruit drinks (57%). Diet soda was rated as never available at home for 44% of the respondents.

**Table 4.2 Parent-reported frequency of availability of beverages at home in a cross-sectional survey**

<b>How often are these beverages available in your home?</b>	<b>Never n (%)<sup>1</sup></b>	<b>Sometimes n (%)<sup>1</sup></b>	<b>Usually n (%)<sup>1</sup></b>	<b>Always n (%)<sup>1</sup></b>
Regular soda pop <sup>1</sup>	43 (22.3)	113 (58.6)	22 (11.4)	15 (7.8)
Fruit drinks (any fruit drink flavor, sports drinks, lemonade or sweetened tea) <sup>1</sup>	27 (14.1)	110 (57.3)	38 (19.8)	17 (8.9)
Whole, 1%, 2% or soy milk <sup>1</sup>	17 (8.8)	12 (6.2)	17 (8.8)	147 (76.2)
Flavored milk (chocolate, strawberry or other flavors) <sup>1</sup>	65 (34.2)	108 (56.8)	12 (6.2)	5 (2.6)
Blended yogurt and juice drink or yogurt drink <sup>1</sup>	77 (39.9)	82 (42.5)	24 (12.4)	10 (5.2)
Hot chocolate, prepared <sup>1</sup>	35 (18.2)	144 (75.0)	9 (4.7)	4 (2.1)
Diet soda pop <sup>1</sup>	85 (44.3)	55 (28.7)	25 (13.0)	27 (14.1)
100% fruit juice <sup>1</sup>	14 (7.35)	85 (44.0)	67 (34.7)	27 (14.0)
Bottled water <sup>1</sup>	30 (15.5)	43 (22.3)	41 (21.2)	79 (40.9)

<sup>1</sup>n = 190-193 indicating data are missing from 1-4 parents for each variable

### **C. Beverage intake and knowledge scores**

SSB and dairy beverage intakes are shown in Table 3. For parents, water was consumed in the highest amount (mean = 28.8 oz/day, not shown), followed by low fat or fat free milk (mean = 9.3 oz/day) (Table 3), and tea or coffee without sweetener (mean = 4

oz/day, not shown) and with sweetener (mean = 4.5 oz/day) (Table 3). Parent intake of diet soft drinks was about twice that of regular soft drinks (mean = 4.3 oz (not shown) vs. mean = 1.8 oz (Table 3), respectively). Energy and sports drinks, juice drinks, and whole milk were consumed by parents at low levels (mean < 3 oz/day). Parent intake of whole milk (mean = 0.9 oz/day) and reduced fat 2% milk (mean = 2 oz/day) were about one third the amount of fat-free milk (mean = 9.3 oz/day) (Table 3).

Water was also consumed in the highest amount by children (mean = 19 oz/day, not shown), followed by milk (mean = 11 oz/day) (Table 3). No child reported consuming more than 16 oz milk/day. Milk on cereal was about one third of the total amount of milk consumed. Mean intake for regular soda pop and fruit-flavored drinks by children was 2 and 3 oz/day, respectively (Table 3). Children's intake of tea or coffee was limited (not shown).

All three knowledge scores were in the center of the range. Mean parent beverage nutrition knowledge score was 4.8 of 8 possible points with a range of 2–7 points. The mean dairy/calcium knowledge was 4.6 of 8 possible points with a range of 0–8 points. The mean parent knowledge about sugar in beverages was 4.2 of 7 possible points with a range of 0–7 points.



**Table 4.3 Self-reported beverage intake of parents and children in a cross-sectional survey based on frequency and amount consumed**

<b>Parents (n=194)</b>	<b>Mean (SD)</b>	
	<b>oz/day</b>	<b>Range</b>
SSB intake (5 items)	9.3 (12.6)	0-77
Soft drinks, regular	1.8 (3.9)	0-24
Sweetened juice drink (fruit ades, lemonade, punch, etc.)	1.5 (4.7)	0-48
Sweetened tea	0.6 (2.1)	0-16
Tea or coffee with cream and/or sugar	4.5 (8.4)	0-60
Energy and sports drinks (Red Bull, Gatorade, etc)	1 (3.2)	0-32
Dairy beverage intake (3 items)	12.2 (13.7)	0-61
Whole milk	0.9 (3.0)	0-24
Reduced fat milk (2%)	2 (5.7)	0-32
Low fat/fat free milk (skim, 1%, buttermilk, soymilk)	9.3 (13.5)	0-60
<b>Children (n=194)</b>	<b>Mean (SD)</b>	
	<b>oz/day</b>	<b>Range</b>
SSB intake (2 items)	4.8 (6.6)	0.4-48
Soda pop	2.0 (3.5)	0.2-24
Fruit-flavored drinks (lemonades, Kool-Aid, etc.)	2.8 (4.6)	0.2-24
Dairy beverage intake (3 items)	9.3 (2.6)	3-16
Milk (white or chocolate)	10.5 (9.2)	0.1-32
Milk on cereal	2.9 (3.1)	0.1-14
Cocoa made with milk	0.4 (1.4)	0-16

#### **D. Associations between beverage intake and parent and home-related factors**

The adjusted odds of child sugar-sweetened beverage consumption of 8 ounces or more per day were 1.48 times higher for each additional level of available sugar-sweetened beverages in the home. The adjusted odds ratio of sugar-sweetened beverage intake of 8 ounces or more per day for boys compared to girls was 3.35. No other factors included in the model were significantly associated with child sugar-sweetened beverage intake (Table 4).

The adjusted odds of child dairy beverage intake of 8 ounces or more per day were 1.46 times higher for each additional unit (score) of parent knowledge about sugar in beverages, 1.06 times higher for each additional unit of parent dairy beverage intake, and 1.34 times higher for each additional level of available dairy beverages in the home (Table 4). No other factors included in the model were significantly associated with child dairy beverage intake (Table 4).

**Table 4.4 Associations between child SSB and dairy beverage intakes and parent and home-related factors based on multiple logistic regression models**

Outcome Measure	Child SSB intake <sup>1</sup> Odds ratio [95% CI]	P value	Child dairy beverage intake <sup>1</sup> Odds ratio [95% CI]	P value
<b>Home characteristics</b>				
Availability of SSBs	1.48 [1.03 - 2.13]	0.03	0.74 [0.53 - 1.05]	0.09
Availability of dairy beverages	1.27 [0.92 - 1.77]	0.15	1.34 [1.03 -1.73]	0.03
<b>Parent characteristics</b>				
Beverage nutrition knowledge	0.90 [0.55 - 1.34]	0.50	0.76 [0.52 - 1.13]	0.17
Sugar in beverages knowledge	0.83 [0.58 - 1.20]	0.32	1.46 [1.06 – 1.99]	0.02
Dairy/calcium knowledge	1.07 [0.81 - 1.43]	0.63	0.96 [0.75 - 1.22]	0.72
SSB intake	0.99 [0.95 - 1.03]	0.59	1.00 [0.96 - 1.03]	0.91
Parent dairy beverage intake	0.98 [0.95 - 1.02]	0.38	1.06 [1.02 - 1.10]	0.01
<b>Child characteristics</b>				
Sex (boy vs. girl)	3.35 [1.30 - 8.66]	0.01	1.49 [0.69 - 3.26]	0.31
Orange juice intake	1.11 [0.97 - 1.27]	0.14	1.15 [0.98 - 1.34]	0.09
Dairy beverage intake	1.09 [0.91 - 1.30]	0.35	-	-
SSB intake	-	-	1.00 [0.94 – 1.06]	0.91

<sup>1</sup>Odds ratios are adjusted for child sex and age and other factors in the model, n=194

## VI. Discussion

This study examined relationships between parental and home-related factors and child beverage intakes among a convenience sample of parents and early adolescent children (9–12 years). As hypothesized, availability of sugar-sweetened and dairy beverages was associated with child sugar-sweetened and dairy beverage intakes, respectively. Several

studies have shown that education level influences the initiation of behaviors to establish healthy lifestyles [35–37]. Studies have suggested that higher education levels contribute to having essential health information, knowledge, skills, values, and psychological control in order to choose behaviors to establish healthy lifestyles [38]. The high education level of parents in the current sample may have contributed to their likelihood of controlling home beverage availability to influence child beverage intake. The majority of parents reported only having SSBs available at home sometimes and child intake of SSBs was low compared to national intake data [7]. Previous studies among children 2.5 to 7 years old [39], 5–10 years old [40], and adolescents aged 11 years [41] also showed that SSB availability was associated with child intake among well-educated parents.

Findings from the current study also correspond with previous studies indicating that boys had a higher SSB intake than girls [42–46]. Selection of SSBs may currently be considered a less healthy choice by teens based on recent media health promotion efforts regarding the sugar content of beverages [47]. Females may be reacting more favorably to these efforts because they tend to have greater concern about body weight [48] and are more likely to rate food choice behaviors as important compared to males [49–51].

The associations observed in the current study between the availability of dairy beverages at home and child dairy beverage intake were consistent with several studies in samples of primarily white children and adolescents [21,52,53]. On the other hand, Patrick et al. [54] did not find an association between home availability of dairy beverages and child

dairy beverage intake among African-American and Hispanic parents and their preschool children. In another study, nearly half of low-income African-American adolescents (10–14 years) did not meet the daily recommendation for dairy foods [55]. A possible reason for the discrepancy in results may be the high prevalence of lactose intolerance across racial and ethnic groups including African Americans and Hispanics, thus limiting both home availability and intake of dairy beverages [56].

In the current study, parent dairy/calcium knowledge was not associated with child dairy beverage intake. A previous cross-sectional study with similar knowledge questions and scores showed that frequency of parenting practices such as encouragement, making calcium-rich foods available, and setting expectations for intake of these foods were associated with greater parent calcium knowledge, but relationships with child intake of calcium-intake foods were not examined [57]. In the current study, parent knowledge about sugar in beverages was associated with greater odds for child dairy beverage intake possibly because knowledge about sugar in beverages made parents aware of the importance of dairy beverage intake for their children as a healthier alternative to SSBs.

Parent dairy beverage intake, a proxy for role modeling, was associated with child dairy beverage intake in the current study. Similarly, other studies have observed a positive association between parental dairy food/beverage intake and child dairy food/beverage intake [52,53,58,59], emphasizing the importance of parental role modeling as an intervention target to improve child dairy beverage intake. However, such interventions

may need to be tailored to parent characteristics such as race, ethnicity and education level.

A strength of the current study was the use of parent-child dyads to better inform relationships between parent knowledge, parenting practices and child behaviors.

Another strength was that children reported their own intake rather than dependence on parent report of child behavior. A limitation in this study was the use of a small convenience sample. The convenience sample consisted primarily of white, well-educated parents, likely because data collection was completed at a university-sponsored research building. Therefore, results cannot be applied broadly to other groups of parents. Other limitations are that the difficulty level of the knowledge items was used to develop the knowledge questionnaires, however, further validity testing was not performed.

Intake of dairy foods in addition to dairy-based beverages that could help children meet dairy food recommendations were not considered. Only one parent in the family was asked to report beverage intake, however, both parents are likely to model beverage intake for their children. Lastly, this study had a cross-sectional study design, therefore cause and effect cannot be determined.

## **VII. Conclusions**

Results of the current study indicate that controlling home beverage availability and role modeling by parents may influence child beverage intake, whereas only parent knowledge about sugar in beverages was associated with child dairy beverage intake.

Further study to better understand the breadth and type of knowledge topics is needed to inform the development of educational interventions for parents. Interventions for parents

that focus on limiting the home availability of sugar-sweetened beverages and role modeling dairy beverage intake may be effective in promoting healthy beverage intakes among children.

## VIII. References (Chapter 4)

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**CHAPTER 5: GAIN-FRAMED MESSAGES MOTIVATE  
SUGAR-SWEETENED BEVERAGE PARENTING  
PRACTICES MORE THAN LOSS-FRAMED MESSAGES**

Supporting documents are found in Appendices 8.1-8.2, 8.4-8.6

## I. Overview

**Objective:** The purpose was to test effectiveness of message framing on motivation for parenting practices targeting a reduction in child sugar-sweetened beverage (SSB) intake (controlling beverage availability, role modeling) and dispositional factors moderating effectiveness.

**Methods:** Parents ( $n = 380$ ) completed a survey to assess motivation, usual beverage intake, and home beverage availability; paired t-tests were used to examine relationships for all parents and subgroups by SSB intake, home availability and weight status.

**Results:** Gain- versus loss-framed messages resulted in higher motivation for both parenting practices for all parents ( $n = 380$ ,  $P < 0.01$ ) and most subgroups. However, no differences were observed by message frame for parents in low home SSB availability ( $P = 0.068$ ) or BMI groups ( $P = 0.066$  and  $0.069$ ) for controlling availability.

**Conclusions and Implications:** Gain- versus loss-framed messages were more motivating, therefore interventions could use gain-framed messages to decrease intake of SSBs by children.

**Keywords:** parenting practices, sugar-sweetened beverages, gain and loss-framed messages

## II. Introduction

Consumption of sugar-sweetened beverages (SSBs) by children in the United States (U.S.) is a concern because of high intake<sup>1,2</sup> and associated health problems.<sup>3–6</sup> Parenting practices, such as role modeling and controlling beverage availability are considered part of the social and physical environment which can be manipulated by parents to change SSB intake behaviors of children under the organizing framework of Social Cognitive Theory.<sup>7,8</sup>

Message framing is a common method used to promote health behavior change.<sup>9,10</sup> Gain-framed messages have been found to be more effective for prevention behaviors (sunscreen use and exercise) whereas, loss-framed messages were more effective for detection behaviors (breast self-exams).<sup>11,12</sup> In addition, a recent review suggested that gain-framed messages were more effective when the individual had a low level of involvement or interest in the issue, the outcome of the behavior was certain, and the behavior helped individuals avoid risk.<sup>10</sup> Another review found additional dispositional factors that consistently moderated motivation based on gain and loss framing of health messages including self-efficacy beliefs and ambivalence.<sup>13</sup> The frequency of SSB parenting practices and weight status may reflect dispositional factors such as self-efficacy beliefs, level of involvement, or risk aversion. The limited number of studies that tested message framing to promote healthy dietary behaviors supported the effectiveness of gain- vs. loss-framed messaging but few studies examined the effects of various dispositional factors.<sup>14–17</sup>

Studies involving message framing to change dietary behaviors have primarily focused on messages that target behaviors of the person receiving the message.<sup>14-16</sup> Few studies have investigated how message framing might be used to promote behaviors aimed at the health of someone other than the person receiving the message (proxy).<sup>18</sup> For example, parenting practices that affect the diet of children are completed by parents to directly benefit the health of their child. Little is known about how gain- and loss-framed messages may operate in this case. Having healthy children translates into benefits for parents such as limiting future healthcare costs and enhancing peace of mind,<sup>19</sup> therefore message framing may operate in a similar manner when the benefits directly impact the child and indirectly benefit the parent. Furthermore, few studies have examined the effectiveness of message framing to promote different behaviors that could achieve the same outcome.<sup>20</sup> For example, a variety of parenting practices can be used to promote the same healthy dietary behavior and health outcomes for children.<sup>20</sup>

The purpose of this study was to test the hypothesis that exposure to gain-framed messages would result in greater intention for parents of children (6-12 years) for two different behaviors (role modeling intake and controlling home availability of SSBs) compared to exposure to loss-framed messages. Additionally, the effectiveness of gain- and loss-framed messages were tested among parents grouped by low and high scores on home availability of SSBs, low and high SSB intake, and normal and overweight/obese status.

### **III. Methods**

#### **A. Participants**

Parents/caregivers attending the Minnesota State Fair in 2015 were recruited to complete a questionnaire in a building specifically designed for research studies (Driven to Discover building) through a website providing study information. Parents were eligible if they had a child (6-12 years), had primary responsibility for food acquisition and preparation, and could complete the survey in English. The University Institutional Review Board approved the study with consent procedures. In return for participation, parents were given \$5 in cash and a backpack.

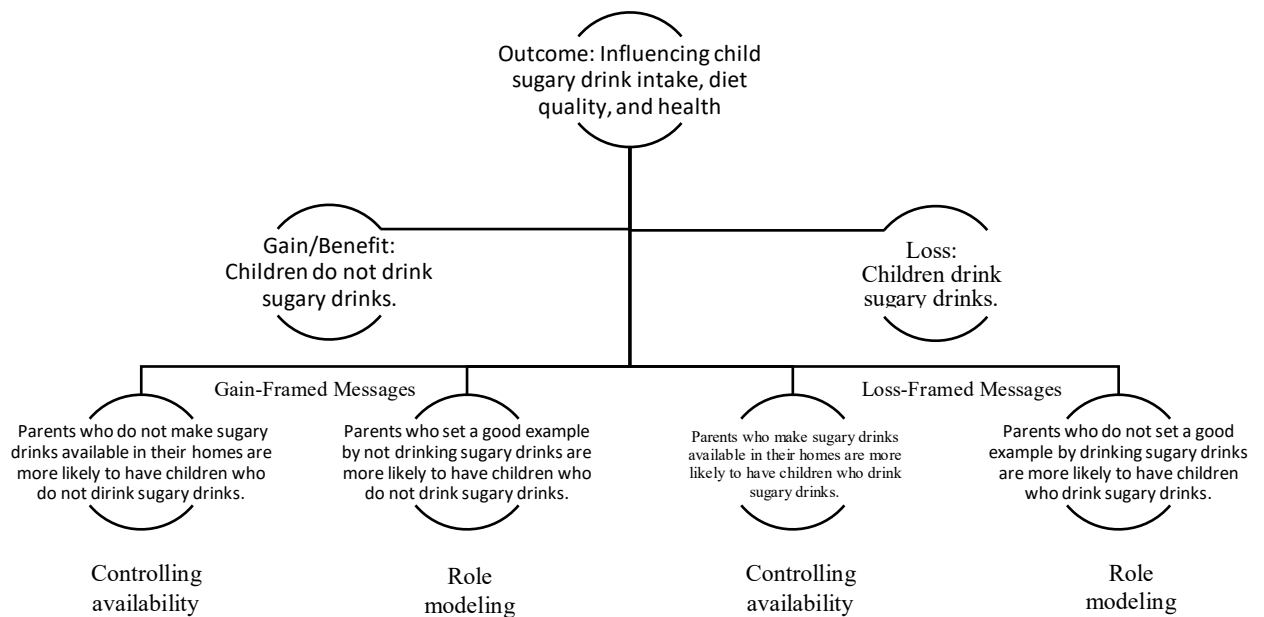
#### **B. Message Development**

Gain- and loss-framed messages were developed for parents promoting two parenting practices that addressed a single overall health outcome for children - role modeling intake and controlling home availability of beverages to limit SSB intake and improve diet quality and health. Message phrasing was based on recent examples where gain-framed messages focused on benefits of engaging in the behavior and loss-framed messages focused on the costs of not engaging in the behavior.<sup>10,21,22</sup>

An initial set of PowerPoint slides was developed presenting facts about the usual daily calories children consumed from added sugars, the relationship between high intake of sugary drinks and overweight or obesity, health risks associated with overweight or obesity, and prevalence of childhood obesity. These slides were followed by slides including the gain- and loss-framed messages for role modeling and controlling home

beverage availability. The slides were transformed into short YouTube videos, tested with a small group of parents ( $n = 8$ ) for clarity and comprehension, and revised accordingly.

For implementation, the revised slides were embedded as still images as part of a Qualtrics survey platform. The messages developed for each parenting practice are presented in Figure 1 and Supplemental File 1. The order of the messages was randomized within the Qualtrics survey.



**Figure 5.1 Two parenting practices intended to achieve the same outcome based on gain- and loss-framed messages**

### **C. Questionnaire Components**

Questions to evaluate motivation/behavioral intention with respect to controlling availability of beverages and role modeling included: How much would this message motivate you to have healthy beverages at home for your child to drink (controlling home beverage availability)? and How much would this message motivate you to set a good example for your child by drinking healthy beverages (role modeling beverage intake)? Response options were 1 = not at all – 4 = a lot.

A subset of parents (n = 75) were asked if they perceived the messages to be framed according to the intended valence. Parents were asked whether the consequences of the parenting practices were described in a positive or negative way. Response options were positive, negative, and I do not know.

Home availability of beverages was measured with 9 questions based on a similar questioning framework for foods available at home that had been used with parents of adolescents in a previous study.<sup>23</sup> The questions asked parents how often milk, soft drinks, fruit drinks, fruit juice, and water were available in their home with response options of always = 1 - never = 4. Items were grouped to construct variables to assess the availability of sugar-sweetened beverages (regular soda pop and fruit drinks).

Usual beverage intake was assessed using a 15-item beverage questionnaire<sup>24</sup> previously evaluated for validity and reliability as an indication of modeling beverage intakes. Hedrick et al. found that beverage intake measured with the 15-item beverage

questionnaire was significantly correlated with intake measured with three 24-hour dietary recalls (SSB  $R^2=0.69$ ), but not with whole milk. Various beverage items were included (dairy, sugar-sweetened, caffeinated, and energy beverages). Respondents were asked to indicate their usual intake over the past month by indicating how often they consumed the beverage (never or less than 1 per week, 1/week, 2-3/week, 4-6/week, 1/day 2+/day, 3+/day) and how much they consumed (less than 6 oz., 8oz, 12 oz., more than 12 oz.). Items were grouped to construct variables to assess daily intake of SSBs including soft drinks, sweetened juice, sweetened tea, tea or coffee with cream and/or sugar, and energy drinks.

Parents answered questions assessing demographic and physical characteristics for themselves (age, sex, race, ethnicity, education, employment, food assistance, self-reported height and weight) and for their child (age, sex, self-reported height and weight). Surveys were completed on iPads using a Qualtrics survey platform in about 10 minutes per participant.

#### **IV. Data Analysis**

For categorical variables, frequency counts were calculated. For continuous variables, means and standard deviations were computed. BMI ( $\text{kg/m}^2$ ) was calculated for parents from self-reported height and weight. Paired t-tests were used to determine differences in behavioral intention by type of message framing among all parents and parent subgroups. Parents were divided into subgroups based on weight status (normal weight: BMI < 25, n = 130, and overweight and obese: BMI  $\geq$  25, n = 202), low and high home availability of



SSBs (below or above an availability rating of 5 ( $n = 170$  and  $210$ , respectively), and intake of SSBs (below or above median intake ( $n = 191$  and  $189$ , respectively). Statistical significance was assessed at the  $P = .05$  level. Statistical Analysis System software (SAS; version 9.3) was used to analyze data.

## V. Results

Three-hundred and eighty parents completed the survey. The majority were white (90.7%), women (79.7%), employed full time (72.9%), and had a 4 year degree college (70.5%); mean age was 42.0 years and mean BMI was 27.3 (Table 1). Twenty-eight percent of children were from 6-8 years old and 71.5% were 9-12 years old ; 50% were girls; and mean child (SD) BMI was 18.6 (4.4).

**Table 5.1 Demographic Characteristics of Parent Survey Respondents**

Characteristic	Mean (SD)
Age ( $n = 380$ )	42.0 (6.6)
Body Mass Index ( $n = 331$ )	27.3 (6.0)
	n (%)
Gender	
Female	303 (79.7)
Male	77 (20.3)
Education	
High school diploma/GED or less	21 (5.5)
Some college or technical school	91 (24.0)

4-year college, university degree or advanced degree	268 (70.5)
Employment	
Not employed (Student/homemaker/not employed/retired)	49 (12.9)
Employed part-time	54 (14.2)
Employed full-time	277 (72.9)
Ethnicity	
Hispanic or Latino	7 (1.8)
Not Hispanic or Latino	373 (98.2)
Race	
White/Caucasian	345 (90.8)
Non-white	35 (9.2)
Food Assistance Programs	
None	343 (90.3)
SNAP/WIC/Free or reduced price school meals/Food shelves)	50 (13.2)

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SNAP - Supplemental Nutrition Assistance Program

WIC - Women, Infants and Children Supplemental Assistance Program

Where n ≠ 380 data are missing

The manipulation check with 75 parents showed that a majority perceived the messages to be framed according to the intended valence. For the behavior of controlling availability of beverages for children, 85% of parents perceived the gain-framed message as positive; and 56% of parents perceived the loss-framed message as negative. For the behavior of role modeling beverage intake, 87% of parents perceived the gain-framed message as positive; and 76% of parents perceived the loss-framed message as negative.

A greater number of parents indicated that the gain-framed versus the loss-framed messages would motivate them (some and a lot) to control beverage availability at home (73.2% vs. 65.8%) and to role model beverage intake for their children (76.1% vs. 64.0%). Mean intention to control beverage availability in the home was greater ( $P = .002$ ) after exposure to the gain-framed message ( $M=3.06$ ,  $SD= 0.90$ ) compared to the loss-framed message ( $M=2.93$ ,  $SD= 0.96$ ). Mean intention was also greater for role modeling beverage intake for children after exposure to the gain-framed message ( $M=3.10$ ,  $SD= 0.85$ ) ( $P < .001$ ) compared to the loss-framed message ( $M=2.81$ ,  $SD= 1.03$ ).

In the group with high availability of SSBs at home, exposure to the gain-framed message resulted in a higher mean intention to control availability of beverages at home ( $P < .010$ ) compared to parents exposed to the loss-framed message. However, in the group with low availability of SSBs at home, intention was not different after exposure to either the gain or loss framed message ( $P = .068$ ). For parents consuming either a low or high amount of SSBs, intention to role model beverage intake was greater after exposure to the gain vs. the loss framed messages ( $P = .001$ ) (Table 2).

**Table 5.2 Behavioral intention<sup>1</sup> for parenting practices based on message valence**

	Gain- framed	Loss- framed		Gain- framed	Loss-framed	
Parenting Practice	Mean (SD)	Mean (SD)	<i>P</i> value <sup>2</sup>	Mean (SD)	Mean (SD)	<i>P</i> value <sup>2</sup>
	Low Availability SSB			High Availability SSB		
Controlling availability	3.01 (0.90)	2.90 (0.98)	0.068	3.12 (0.90)	2.97 (0.96)	0.010
	Low SSB Intake			High SSB Intake		
Role modeling	3.21 (0.85)	2.86 (1.10)	0.000 1	2.96 (0.83)	2.75 (0.95)	0.0005
	Normal weight parents			Overweight and obese parents		
Controlling availability	3.19 (0.86)	3.06 (0.95)	0.049	3.03 (0.90)	2.93 (0.96)	0.069
Role modeling	3.17 (0.82)	2.93 (1.07)	0.001	3.13 (0.83)	2.80 (1)	<0.000 1

<sup>1</sup>Mean of response options 1 – 4, where 1 = not at all - 4 = a lot.<sup>2</sup>*P* value based on paired ttest

Regardless of weight status, the gain-framed messages resulted in higher mean intention to role model beverage intake ( $P < .001$ ) compared to the loss-framed messages. For both normal and overweight/obese subgroups, no differences were observed in mean intention to control beverages availability at home after viewing the gain- and loss-framed messages ( $P = .066$  and  $.069$ , respectively) (Table 2).

## **VI. Discussion**

For all parents and most parent subgroups, findings from the current study showed that gain-framed messages produced greater motivation than loss-framed messages for both SSB parenting practices aimed at achieving the same outcome and focusing on behaviors that produced indirect benefits for the message recipient. Therefore the general principle that gain-framed messages are more effective than loss-framed message in promoting prevention behaviors like healthy eating as shown in several reviews,<sup>10,18</sup> is also likely to be applicable to messages targeting multiple parenting practices to improve diet and health of children.

Self-efficacy has been tested as a dispositional factor hypothesized to moderate the effectiveness of gain- or loss-framed health messages with inconclusive results.<sup>13</sup> In other studies, self-efficacy of parents was associated with SSB intake among young children in an observational study,<sup>25</sup> proposed as a control belief for serving SSBs to children by parents in a qualitative study,<sup>26</sup> and addressed through motivational interviewing as an intervention target to help parents control child SSB intake.<sup>27</sup> In the current study, the subgroup of parents with low home SSB availability may have been intentionally not

keeping SSBs in the home to limit child intake based on strong self-efficacy for this parenting practice (although self-efficacy was not assessed). For these parents, no differences were observed in motivation based on gain- or loss-framed messages, thus the relationship between a potentially high level of confidence in limiting home availability of SSBs and a particular message valence remains unclear. Additional studies are needed to determine how self-efficacy affects motivation based on gain- or loss-framed messages promoting positive parenting practices.

Level of involvement in a specific health issue is another dispositional factor that has been reviewed regarding effectiveness of gain- or loss-framed health messages.<sup>10,11,13</sup> For individuals with low involvement, gain-framed messages were generally more effective than loss-framed messages.<sup>10,13</sup> For the subgroup of parents in the current study with high availability of SSBs at home, involvement in controlling beverage availability for children may be low, consistent with the finding that gain-framed messages were more effective than loss-framed messages in improving motivation.





In the current study, gain-framed compared to loss-framed messages resulted in greater motivation for role modeling beverage intake by all parents, and subgroups by SSB intake and weight status. However, parent beverage intake was assessed as an indication of role modeling, similar to another recent study,<sup>28</sup> and not measured with a general scaled variable. Therefore results based on subgroups by SSB intake may not be consistent with tests of the effectiveness of gain- vs. loss-framed messaging based on other measures of role modeling. Weight status did not operate as a dispositional factor to

moderate effectiveness of gain- vs. loss-framed messages for either parenting practice because there were no differences in effectiveness between normal and overweight/obese parents.

A strength of the current study was the novelty of testing effectiveness of gain- vs. loss-framed health messages to promote multiple behaviors that would benefit someone other than the message recipient. However, only an immediate outcome (motivation) was assessed in this study instead of actual behavior change, thus representing a limitation because of the potential gap between intention/motivation and behavior. Further studies are needed to determine whether gain- compared to loss-framed messages are more effective in influencing actual change in SSB parenting practices and ultimately, child SSB intake. Another limitation was that only a slight majority (56%) of parents perceived the loss-framed message as negative for controlling home beverage availability, possibly because the same photo was used in both the gain- and loss-framed messages. Thus, caution should be used in interpreting the results regarding controlling home beverage availability.

In summary, given the positive findings regarding gain-framed messages and previous research on framing effects in nutrition education,<sup>10</sup> future parent intervention programs may benefit from using gain-framed messages to promote parenting practices aimed at decreasing SSB intake by children.

## VII. Supplemental file

Gain-framed Controlling Availability	Loss-framed Controlling Availability
<p><b>Parents who DO NOT make sugary drinks available in their home are more likely to have children who DO NOT drink sugary drinks.</b></p>  <pre> graph LR     A[If parents do not have sugary drinks on hand at home] --&gt; B[Kids will not drink sugary drinks]     B --&gt; C[Kids will have a healthier diet]     C --&gt; D[Kids will be healthier]         </pre>	<p><b>Parents who make sugary drinks available in their home are more likely to have children who drink sugary drinks.</b></p>  <pre> graph LR     A[If parents have sugary drinks on hand at home] --&gt; B[Kids will drink sugary drinks]     B --&gt; C[Kids will have a less healthy diet]     C --&gt; D[Kids will be less healthy]         </pre>
Gain-framed Role Modeling	Loss-framed Role Modeling
<p><b>Parents who set a good example by NOT drinking sugary drinks are more likely to have children who DO NOT drink sugary drinks.</b></p>  <pre> graph LR     A[If parents do not drink sugary drinks] --&gt; B[Kids will not drink sugary drinks]     B --&gt; C[Kids will have a healthier diet]     C --&gt; D[Kids will be healthier]         </pre>	<p><b>Parents who DO NOT set a good example by drinking sugary drinks are more likely to have children who drink sugary drinks.</b></p>  <pre> graph LR     A[If parents drink sugary drinks] --&gt; B[Kids will drink sugary drinks]     B --&gt; C[Kids will have a less healthy diet]     C --&gt; D[Kids will be less healthy]         </pre>



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**CHAPTER 6: EFFECTIVENESS OF AN ONLINE  
NEWSLETTER/TEXT MESSAGE INTERVENTION  
PROMOTING BEVERAGE-RELATED PARENTING  
PRACTICES: PILOT TEST RESULTS**

Supporting documents are found in Appendices 8.1-8.2, 8.7-8.8

## I. Overview

Positive beverage parenting practices may reduce sugar-sweetened beverage consumption by children and prevent potential health problems. An online newsletter/text message intervention was conducted with parents of children 6-12 years to improve beverage parenting practices. Newsletters and text messages were sent weekly over a 4-week period providing gain-framed messages encouraging parenting practices including role modeling and controlling home beverage availability. Pre-post surveys included measures of home availability of beverages and parent beverage intake as an indication of parenting practices. Parents were primarily white, well-educated and female. About one-third lived in rural areas. Results from 100 parents with pre-post data from baseline to 4 weeks showed decreased reported home availability of regular soda pop ( $p = 0.008$ ), decreased parent intake of sweetened beverages ( $p = 0.004$ ), and decreased parent-reported child intake of regular soft drinks ( $p = 0.001$ ) and sweetened juice drink beverages ( $p < 0.0001$ ). Most parents (82%) reported reading all three newsletters and indicated that the information provided was practically useful (93%). A brief newsletter/text message intervention may be an effective and convenient approach to promote positive beverage parenting practices.

**Keywords:** sugar-sweetened beverages, children, parent newsletters, text message, intervention

## **II. Introduction**

Sugar-sweetened beverages (SSBs) are a substantial source of energy for children and adolescents in the U.S. (Han & Powell, 2013). Studies have shown a consistent relationship between SSB intake among children and weight gain, dyslipidemia, type 2 diabetes, and dental caries (De Ruyter, Olthof, Seidell, & Katan, 2012; Malik, Pan, Willett, & Hu, 2013; Rosinger, Herrick, Gahche, & Park, 2017). Parents play an essential role in influencing child food and beverage beliefs and behaviors through various parenting practices (Hammond, 2010; Watts, Mâsse, Barr, & Lovato, 2014). Parenting practices such as controlling the availability of SSBs and role modeling intake have been associated with child and adolescent SSB intake (Conlon et al., 2015; Riebl, MacDougall, Hill, & Estabrooks, 2016). Social Cognitive Theory has been used to frame behaviors of children and adolescents based on physical environmental factors, such as the availability of foods and beverages, and socio-environmental factors including parent modeling or expectations (Conner & Armitage, 2006). A recent review of interventions to reduce SSB intake showed that few interventions that addressed intake of children involved parents in the intervention effort (Vargas-Garcia et al., 2017), in spite of the influential role that parents play in child beverage intake.

Newsletters have been used in conjunction with other intervention strategies to change nutrition-related behaviors, knowledge, and attitudes among adults (Fey-Yensan, English, & Museler, 2002; Lancaster, Smiciklas-Wright, & Ahern, 1997; Lutz, Ammerman, & Atwood, 1999; Taylor-Davis & Smiciklas-Wright, 2000). These findings suggest a potential role for newsletters as a part of parent education to encourage parenting

practices that promote positive changes in child beverage intake at home. Because many families have busy lifestyles, parents may not be able to attend classes in community settings. Those living in rural areas or with restricted mobility may also have limited access to in-person parent education. Given the high availability of smartphone and computer technology (Pew Research Center, 2016), online communications and text messages are a convenient alternative to in-person classes. These channels may also be cost-effective for educators with limited financial resources.

Studies testing the effectiveness of online newsletters and text messages alone as a brief intervention strategy for parents who may not prefer or have limited access to in-person education are limited. The purpose of this pilot study was to test the effectiveness of a parent online newsletter/text message-based intervention to encourage the parenting practices of controlling home beverage availability of healthful beverages and role modeling healthful beverage intake for children (6-12 years).

### **III. Materials and Methods**

#### **A. Participants**

Parents ( $N = 197$ ) were recruited to participate in a brief newsletter/text message-based intervention in 2016 at the Minnesota State Fair in a building specifically designed for research studies sponsored by the University (Driven to Discover building). Parents were recruited with signage posted online and in the building. Eligibility criteria included having a child (6-12 years), being the primary person responsible for food acquisition and preparation in the home, able to complete pre-post-test surveys in English, and having



access to a computer or a smart phone. Parents/caregivers were given \$5 and a backpack after completing the pre-test survey at the Fair, and a \$25 gift card after completing the post-test survey one month later at home. The University Institutional Review Board approved this study.

## **B. Intervention**

Online newsletters and text messages were developed for parents based on gain-framed messages promoting the parenting practices of managing home availability of beverages and role modeling (Wansink & Pope, 2014). Newsletter content and activities focused on energy balance and application of the two parenting practices in the selection, consumption, and provision of healthy beverages at home, restaurants, and the grocery store. Parents received three online newsletters per week via email as an attachment in two formats (Pdf and an image) and two text messages per week consistent with the same newsletter themes (over a total of about 4 weeks). The newsletters were designed to attract attention using color and design elements. Readability testing indicated a Flesch-Kincaid grade level of 8.0 (Flesch, 1948).

## **C. Outcome evaluation**

Parents/caregivers completed pre- and post-test surveys to assess home beverage availability, beverage intake as a proxy measure of parental role modeling, and parent-reported child beverage intake. If parents had more than one child in the 6 to 12 year age range, they were asked to select one child and answer all survey questions with that child in mind. Home availability of beverages was measured with 9 questions based on a similar questioning framework for foods available at home that had been used with

parents of adolescents in a previous study (Neumark-Stzainer, Wall, Perry, & Story, 2003). The questions asked “How often would you say these beverages are available in your home?” Beverages included milk, soft drinks, fruit drinks, fruit juice, and water and the response options included 1 = *always* – 4 = *never*).

Parent beverage intakes were assessed using a 15-item beverage questionnaire previously evaluated for validity and reliability (Hedrick, Savla, Comber, & Flack, 2012) as an indication of modeling beverage intakes for children. Hedrick et al. (2012) found that beverage intake measured with the 15-item beverage questionnaire was significantly correlated with intake measured with three 24-hour dietary recalls (SSB  $R^2=0.69$ ), but not with whole milk. In the current study, beverage items included soft drinks, dairy, fruit juice, water, caffeinated, and energy beverages. Respondents were asked to indicate their usual intake over the past month by indicating how often they consumed the beverage (*never or less than 1 per week, 1/week, 2-3/week, 4-6/week, 1/day 2+/day, 3+/day*) and how much they consumed (*less than 6 oz, 8oz, 12 oz, more than 12 oz*). Items were grouped to construct a variable to assess intake of SSBs (regular soda pop, fruit drinks, and energy and sports drinks). Parents reported intake frequency of five beverages for their child (soft drinks, diet soft drinks, sweetened juice beverage/drink, sports drinks, and energy drinks) (Rockett, Berkey, Field, & Colditz, 2001) using the same response options as those used for adult beverage frequency (Hedrick, Savla, Comber, & Flack, 2012)).

Pre-test surveys were completed on iPads using a Qualtrics platform and took about 5-10 minutes per participant. As part of the pre-test survey, parents were also asked to provide

information about demographic and physical characteristics for themselves (age, gender, ethnicity, race, education, employment, food assistance, self-reported height and weight, zipcode, email address) and their child (age, gender, self-reported height and weight). To complete the post-test survey, parents were sent an email message containing a link to access the survey via a University Qualtrics platform. Additional questions were included to assess whether participants had read the newsletters and their satisfaction with the information in the newsletters.

#### **IV. Data analysis**

The Statistical Analysis System software (SAS; version 9.3) was used to analyze all data. For categorical variables, frequency counts were calculated. For continuous variables, means and standard deviations were computed. Differences in home beverage availability were determined using McNemar's paired proportions test. Differences in parent and child beverage intakes from pre- to post-test surveys were determined using Wilcoxon signed rank tests. Statistical significance was assessed at the  $p = .05$  level in all analyses.

#### **V. Results**

One-hundred and ninety-seven parents completed the pre-test survey and 107 parents completed the post-test survey with 100 parents having usable pre-post survey data. About one-third of the pre-test survey participants reported living in zip codes outside of the seven Twin Cities metropolitan counties (Peterson, 2015). The majority of parents were white (92%) with a small proportion of parents reporting Latino ethnicity or another racial background (2% to 4%) (not shown). The majority had 4-year college degrees

(66%), were women (78%) and were employed full time (72%) (Table 1). Mean age and BMI were 42 years and 24.6 BMI units, respectively. About one-third of the children were 12 years of age. Mean BMI was 19.4 and 55% were girls (Table 1). Almost all parents (96%) reported that the child lived in their home four or more days per week (not shown). No differences were observed in demographic characteristics between parents who completed both a pre and post-test survey and those who only completed the pre-test, with several exceptions. Those who did not complete the post-test survey had a higher BMI ( $p = 0.015$ ), were younger ( $p = 0.005$ ) and less educated ( $p = 0.001$ ), more likely to participate in a food assistance program ( $p = 0.001$ ), and less likely to have the child in the home 4 or more days/week ( $p = 0.036$ ) compared to those who completed both the pre and post-test surveys.

**Table 6.1 Baseline demographic and physical characteristics of parents and children<sup>1</sup>**

Parents	Mean (SD)
Age n=187	42.4 (7.6)
Body Mass Index (BMI) n=175	24.6 (11.9)
	n (%)
Sex	
Female	152 (78.4)
Male	42 (21.7)
Relationship to child	
Parents	180 (92.3)
Grandparent	5 (2.6)
Aunt or uncle	10 (5.1)
Education	
Have not completed high school/received high school diploma or GED	10 (5.2)
Some college or technical school	56 (28.8)
4-year college, university degree or advanced degree	128 (66.0)
Employment	
Student/ homemaker/ not employed/ retired	25 (12.8)
Employed part-time	29 (15.0)
Employed full-time	140 (72.2)
Food Assistance Programs	
Yes	18 (9.5)
No	171 (90.5)
Children	Mean (SD)
Body Mass Index (BMI) n=192	19.4 (5.4)
	n (%)
Age (years)	
6-8	57 (29.2)
9-12	138 (70.8)

Sex	
Female	87 (44.6)
Male	108 (55.4)

<sup>1</sup>For all variables where frequencies are reported, n = 194 – 195, except for participation in Food Assistance Programs where n = 189.

Changes in parent-reported availability of various beverages at home pre-and post-intervention are shown in Table 2. Parents reported a decrease in availability of regular soda and sports drinks in their home from pre-to post intervention. Bottled water was reported to be usually or always available by 75% of parents after the intervention compared to 68% before the intervention ( $p = 0.089$ ). Sweetened fruit drinks were reported to be usually or always available at home by 18% of parents after the intervention compared to 27% before the intervention ( $p = 0.061$ ).

**Table 6.2 Parent-reported availability of beverages at home from pre- to post-intervention<sup>1</sup>**

How often are these beverages available in your home?	Pre-survey		Post-survey		<i>P</i> value <sup>2</sup>
	Always/ Usually	Sometimes/ Never	Always/ Usually	Sometimes/ Never	
	n (%)				
Whole, 1%, 2% or soy	96 (96.0)	4 (4.0)	99 (99.0)	1 (1.0)	0.083
Flavored milk <sup>3</sup>	6 (6.0)	94 (94.0)	7 (7.0)	93 (93.0)	0.655
Regular soda pop	24 (24.0)	76 (76.0)	13 (13.0)	87 (87.0)	0.008
Diet soda pop	26 (16.0)	74 (74.0)	23 (23.0)	77 (77.0)	0.317
100% fruit juice	52 (52.0)	48 (48.0)	47 (47.0)	53 (53.0)	0.297
Fruit drinks <sup>4</sup>	27 (27.0)	73 (73.0)	18 (18.0)	82 (82.0)	0.061

Blended yogurt drink <sup>5</sup>	19 (19.0)	81 (81.0)	15 (15.0)	85 (85.0)	0.285
Bottled water	68 (68.0)	32 (32.0)	75 (75.0)	25 (25.0)	0.089
Sports drinks <sup>6</sup>	35 (35.0)	65 (65.0)	26 (26.0)	74 (74.0)	0.013
Energy drinks <sup>7</sup>	3 (3.0)	97 (97.0)	3 (3.0)	97 (97.0)	1.000

<sup>1</sup>n = 100 parents for the pre- and post-survey responses.

<sup>2</sup>P value based on McNemar's paired proportions test.

<sup>3</sup>Includes chocolate, strawberry or other flavors.

<sup>4</sup>Includes any fruit drink flavor, and lemonade or sweetened tea.

<sup>5</sup>Includes blended yogurt and juice drink or yogurt drink.

<sup>6</sup>Includes drinks like Gatorade™, Powerade™.

<sup>7</sup>Includes drinks like Red Bull™, Monster™.

Changes in parent and child beverage intakes from pre-to post intervention are reported in Table 3. Parents reported a decreased intake of 100% fruit juice ( $p = 0.002$ ), sweetened juice beverage/drink ( $p = 0.008$ ), and sweetened beverages as the grouped variable ( $p = 0.004$ ). They also reported a lower intake of whole milk ( $p = 0.001$ ). From pre- to post-intervention, parent-reported child intake decreased for regular soft drinks ( $p = 0.001$ ), sweetened juice drink ( $p = <0.0001$ ), and sport drinks ( $p = 0.001$ ) (Table 3).

**Table 6.3 Parent-reported parent and child beverage intake from pre- to post-intervention<sup>1</sup>**

Parent beverage intake	Pre-survey Mean (SD)	Post-survey Mean (SD)	<i>P</i> value <sup>2</sup>
Water	30.6 (17.9)	31.4 (16.0)	0.654
100% fruit juice	1.9 (4.1)	0.9 (1.8)	0.002
Sweetened juice beverage/drink	2.5 (7.2)	1.1 (5.0)	0.008
Whole milk	0.3 (1.0)	0.2 (0.7)	0.001

Reduced fat milk (2%)	3.3 (10.8)	2.4 (8.0)	0.528
Low fat/fat free milk	4.6 (9.7)	4.7 (7.8)	0.066
Soft drinks, regular	2.4 (5.7)	1.8 (4.1)	0.119
Diet soft drinks	5.2 (11.0)	6.4 (13.0)	0.415
Energy and sport drinks	1.4 (6.1)	0.9 (3.9)	0.035
Sweetened beverages intake <sup>3</sup>	6.3 (14.4)	3.8 (9.6)	0.004
Child beverage intake			
Soft drinks, regular	1.0 (1.6)	0.6 (1.1)	0.001
Diet soft drinks	0.4 (1.2)	0.4 (1.7)	0.356
Sweetened juice beverage/drink	2.4 (4.2)	1.2 (2.5)	<0.0001
Sport drinks	1.8 (3.9)	0.9 (1.3)	0.001
Energy drinks	0.01 (0.1)	0.2 (2.4)	1.000

<sup>1</sup>n = 100 parents for the pre- and post-survey responses.

<sup>2</sup>P value based on Wilcoxon signed rank tests.

<sup>3</sup>Sweetened beverages intake = sweetened juice beverage/drink + soft drinks, regular + energy and sports drinks.

Most parents (82%) reported reading all three newsletters, with 75% reporting that they skimmed through each newsletter. Parents also answered specific questions regarding the content of each newsletter as an indication of whether they had read the newsletters. For example, one question asked parents to match beverages (2% low-fat milk, water, regular soda, 1% low-fat milk, sweetened ice tea, 100% fruit juice, fat-free milk, whole milk, fruit drinks, lemonade) to one of three categories: GO beverages (lowest in sugar), SLOW beverages (higher in added sugar and calories), or WHOA beverages (highest in added sugar and calories). The majority of parents correctly matched all of the beverages to their respective categories, except for whole milk where there were mixed results.



Overall, parents rated the newsletters positively with 71% of parents rating their satisfaction with the practicality and helpfulness of the information presented in the newsletters from fair to very good. The majority of parents (93%) felt that the newsletters effectively provided information important to their needs.

## **VI. Discussion**

The results of this pilot study showed that a brief parent online newsletter/text message-based intervention approach was effective in encouraging the parenting practices of controlling home beverage availability of beverages and role modeling beverage intake for children based on parent-reported changes in home beverage availability and intake. These results indicate that the use of the online newsletter/text message approach may be appropriate for an audience of parents who may not prefer or have access or time to attend in-person classes.

Several factors may explain the positive effects observed on reported intakes and availability related to parenting practices. Gain-framed messages were used in the newsletters and text messages instead of loss-framed messages. In previous studies, gain-framed messages were favorable for motivating prevention behaviors including eating and exercising (Wansink & Pope, 2014; Rothman & Salovey, 1997; Rothman, Martino, Bedell, Detweiler, & Salovey, 1999). In addition, most parents indicated that the information in the newsletter met their needs and were satisfied with the practicality of the information, which might have contributed to the positive outcomes. Furthermore,

75% of parents indicated they scanned each newsletter with confirmation based on accurate responses to specific questions regarding the content of each newsletter.

The positive findings regarding changes in beverage intakes and availability are consistent with several other studies using newsletters as an intervention strategy with parents. Parental newsletters were used in a school-based intervention trial to motivate parents to help children change sedentary behavior over a period of 6 months (Robinson, 1999). Children in the intervention groups reported less time watching TV and playing fewer computer/videogames than control group. Another study used parent newsletters to promote home availability and accessibility of fruits and vegetables (Bere, Veierød, & Bjelland, 2006). Children whose parents reported the highest usage of newsletters had higher fruit and vegetable intakes compared to children whose parents had the lowest usage at 8 and 20 months follow-up. These studies used newsletters along with other intervention components over a longer period as recommended to influence behavior change (Smedley & Syme, 2001), however in the current study newsletters and text messages were used alone for a relatively brief period. Additional studies are necessary to clarify the relationship between dose and duration of parent interventions to promote parenting practices that influence child intake and activity.

Methods to assess role-modeling behaviors of parents have varied across studies. In the current study, role modeling was considered a reflection of parent intake, consistent with other studies (Bauer, Neumark-Stzainer, Fulkerson, Hannan, & Story, 2011; Pinard, Davey, & Estabrooks, 2011). A scaled variable to measure parent's reported role

modeling behaviors may have resulted in different outcomes (Draxton, Fulkerson, Friend, Flattum, & Schow, 2014; Palfreyman, Haycraft, & Meyer, 2014; Tibbs et al., 2001).

Only about half of the parents who completed a pre-survey also completed a post-survey, thus limiting the sample size in the current study. However, even with the reduced sample size, significant positive differences were observed in parent and child beverage intakes and home beverage availability as reported by parents. Nevertheless, parents who completed the pre- and post-survey had a lower BMI, were older, more educated, and less likely to participate in a food assistance programs compared to those who did not complete the post-survey. Therefore, results cannot be generalized to a broader audience and could differ by parent characteristics. Future studies could use the results from this pilot study to replicate the intervention with a larger and more diverse audience based on education level, income, race/ethnicity, and urban versus rural place of residence.

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## CHAPTER 8: APPENDICES

### 8.1 Parent report of home availability of beverages (Study 1, 2, and 3)

Beverage type	Always	Usually	Sometimes	Never
Whole, 1%, 2% or soy milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flavored milk (includes chocolate, strawberry or other flavors)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot chocolate, prepared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regular soda pop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diet soda pop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
100% fruit juice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit drinks (includes any fruit drink flavor, sports drinks and lemonade or sweetened tea)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blended yogurt and juice drink or yogurt drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bottled water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 8.2 Usual parent beverage intake (Study 1, 2, and 3)

### Beverage Questionnaire (BEVQ-15)

**Instructions:**

In the past month, please indicate your response for each beverage type by marking an "X" in the bubble for "how often" and "how much each time".

Participant ID \_\_\_\_\_

1. Indicate how often you drank the following beverages, for example, if you drank 5 glasses of water per week, mark 4-6 times per week.

Date \_\_\_\_\_

2. Indicate the approximate amount of beverage you drank each time, for example, if you drank 1 cup of water each time, mark 1 cup under "how much each time".

3. Do not count beverages used in cooking or other preparations, such as milk in cereal.

4. Count milk added to tea and coffee in the *tea/coffee with cream beverage* category  
NOT in the milk categories.

Type of Beverage	HOW OFTEN (MARK ONE)							HOW MUCH EACH TIME (MARK ONE)				
	Never or less than 1 time per week (go to next beverage)	1 time per week	2-3 times per week	4-6 times per week	1 time per day	2+ times per day	3+ times per day	Less than 6 fl oz (3/4 cup)	8 fl oz (1 cup)	12 fl oz (1 1/2 cups)	16 fl oz (2 cups)	More than 20 fl oz (2 1/2 cups)
Water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
100% Fruit Juice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sweetened Juice Beverage/Drink (fruit ades, lemonade, punch, Sunny Delight)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Whole Milk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduced Fat Milk (2%)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low Fat/Fat Free Milk (Skim, 1%, Buttermilk, Soymilk)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft Drinks, Regular	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diet Soft Drinks/Artificially Sweetened Drinks (Crystal Light)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sweetened Tea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tea or Coffee, with cream and/or sugar (includes non-dairy creamer)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tea or Coffee, black, with/without artificial sweetener (no cream or sugar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beer, Ales, Wine Coolers, Non-alcoholic or Light Beer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hard Liquor (shots, rum, tequila, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wine (red or white)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy & Sports Drinks (Red Bull, Rockstar, Gatorade, Powerade, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (list):	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Virginia Polytechnic Institute and State University, 2010.

## 8.3 Child frequency of beverage intake (Study 1)



### BEVERAGES

Please tell us about the beverages you drank over the past month.  
Fill in one circle for each food item.

The following statements refer to what you drank over the past month.

- |  |  |
|--|--|
| <p>1. Soda pop, any type<br/>(1 can or 1 glass)</p> <p><input type="radio"/> Never or less than once per month</p> <p><input type="radio"/> 1-3 cans per month</p> <p><input type="radio"/> 1 can per week</p> <p><input type="radio"/> 2-6 cans per week</p> <p><input type="radio"/> 1 can per day</p> <p><input type="radio"/> 2 or more cans per day</p>   | <p>5. Coffee or tea (1 cup)</p> <p><input type="radio"/> Never or less than once per month</p> <p><input type="radio"/> 1-3 cups per month</p> <p><input type="radio"/> 1 cup per week</p> <p><input type="radio"/> 2-6 cups per week</p> <p><input type="radio"/> 1 cup per day</p> <p><input type="radio"/> 2 or more cups per day</p>   |
| <p>2. Fruit-flavored drinks such as Hawaiian Punch®, lemonade, Kool-Aid®, or other non-carbonated fruit drink (1 glass or 1 juice box)</p> <p><input type="radio"/> Never or less than once per month</p> <p><input type="radio"/> 1-3 glasses per month</p> <p><input type="radio"/> 1 glass per week</p> <p><input type="radio"/> 2-6 glasses per week</p> <p><input type="radio"/> 1 glass per day</p> <p><input type="radio"/> 2 or more glasses per day</p>   | <p>6. Cocoa (hot chocolate) made with <u>milk</u> (1 cup)</p> <p><input type="radio"/> Never or less than once per month</p> <p><input type="radio"/> 1-3 cups per month</p> <p><input type="radio"/> 1 cup per week</p> <p><input type="radio"/> 2-6 cups per week</p> <p><input type="radio"/> 1 cup per day</p> <p><input type="radio"/> 2 or more cups per day</p>   |
| <p>3. Orange juice (1/2 cup)</p> <p><input type="radio"/> Never or less than once per month</p> <p><input type="radio"/> 1-3 servings per month</p> <p><input type="radio"/> 1 serving per week</p> <p><input type="radio"/> 2-6 servings per week</p> <p><input type="radio"/> 1 serving per day</p> <p><input type="radio"/> 2 or more servings per day</p> <p>a. Is the orange juice you drink fortified with calcium?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p><input type="radio"/> Don't know</p> | <p>7. Milk to drink, white or chocolate (1 cup or 1 carton)</p> <p><input type="radio"/> Never or less than once per month</p> <p><input type="radio"/> 1-3 cups per month</p> <p><input type="radio"/> 1 cup per week</p> <p><input type="radio"/> 2-6 cups per week</p> <p><input type="radio"/> 1 cup per day</p> <p><input type="radio"/> 2-3 cups per day</p> <p><input type="radio"/> 4 or more cups per day</p> |
| <p>4. Café Latte, Café Mocha, Cappuccino, or Café Au Lait (1 <del>small</del> or 1 large)</p> <p><input type="radio"/> Never or less than once per month</p> <p><input type="radio"/> 1-3 drinks per month</p> <p><input type="radio"/> 1 drink per week</p> <p><input type="radio"/> 2-6 drinks per week</p> <p><input type="radio"/> 1 drink per day</p> <p><input type="radio"/> 2 or more drinks per day</p>   | <p>8. Milk on cereal (1 bowl)</p> <p><input type="radio"/> Never or less than once per month</p> <p><input type="radio"/> 1-3 bowls per month</p> <p><input type="radio"/> 1 bowl per week</p> <p><input type="radio"/> 2-4 bowls per week</p> <p><input type="radio"/> 5-7 bowls per day</p> <p><input type="radio"/> 2 or more bowls per day</p>   |
|  | <p>9. Water, plain from tap or bottle (1 cup)</p> <p><input type="radio"/> Never or less than once per month</p> <p><input type="radio"/> 1-3 cups per month</p> <p><input type="radio"/> 1 cup per week</p> <p><input type="radio"/> 2-6 cups per week</p> <p><input type="radio"/> 1 cup per day</p> <p><input type="radio"/> 2-3 cups per day</p> <p><input type="radio"/> 4 or more per day</p>                    |

## 8.4 Parent Beverage nutrition knowledge (8 items) (Study 1)

### 1. Which is better for your child's health?

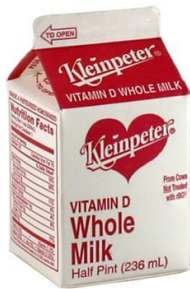


Fruit drinks



100% fruit juice (correct answer)

### 2. Which is better for your child's health?



Whole milk



low-fat milk (correct answer)

### 3. Which is better for your child's health?



Plain milk (correct answer)



Sweetened flavored milk

**4. Which type of milk has the most calories in 1 cup?**

- ☐ Whole chocolate milk (correct answer)
- ☐ Whole white milk
- ☐ 2% white milk
- ☐ I do not know

**5. Which type of milk has the least calories in 1 cup?**

- ☐ 1% white milk
- ☐ Nonfat skim white milk (correct answer)
- ☐ Nonfat skim chocolate milk
- ☐ I do not know

**6. Which beverage has the most calories in 1 cup?**

- ☐ 100% grape juice, unsweetened (correct answer)
- ☐ Low fat, skim white milk
- ☐ Regular cola, carbonated
- ☐ I do not know

**7. About how many calories does a moderately active 9-12 year old boy or girl need each day?**

- ☐ 1000-1600 calories
- ☐ 1600-2200 calories (correct answer)
- ☐ 2200-2800 calories
- ☐ 2800-3400 calories
- ☐ I do not know

**8. How much water should a child who is 9-12 years-old drink each day?**

- ☐ 2-3 cups each day
- ☐ 5-6 cups each day
- ☐ 9-10 cups each day (correct answer)
- ☐ I do not know

### 8.5 Dairy/calcium knowledge (8 items) (Study 1)

Mark true, false, or I do not know for the following questions:

1. 1 cup of calcium-fortified orange juice has about the same amount of calcium as 1 cup of dairy milk. (T)
2. 1 cup of non-dairy milk (soy, rice, or almond) has about the same amount of calcium as 1 cup of dairy milk. (T)
3. 1 cup of lactose free dairy milk (Lactaid) has about the same amount of calcium as 1 cup of regular dairy milk. (T)
4. Boys need more calcium than girls. (F)
5. Most 9-12 year-old girls are not getting enough calcium. (T)
6. Most 9-12 year-old boys are not getting enough calcium. (T)

**7. How much calcium is recommended for children 9-12 years-old each day?**

- ☐ 500 milligrams each day
- ☐ 800 milligrams each day
- ☐ 1300 milligrams each day (correct answer)
- ☐ I do not know

**8. How many cups of milk would a 9-12 year-old child need to drink each day to get the calcium he/she needs?**

- ☐ 1 cup
- ☐ 2 cups
- ☐ 3 cups (correct answer)
- ☐ 4 cups
- ☐ 5 cups
- ☐ I do not know



## 8.6 Knowledge about sugar in beverages (7 items) (Study 1)

Please look at this beverage product to answer the following questions:

*For this bottle, list the number of servings, calories, and grams of sugars*



1. Servings: **2.5**
2. Calories: **250**
3. Grams of sugars: **69**
4. How many calories are in 1 teaspoon of sugar?
  - ☐ 16 calories (correct answer)
  - ☐ 30 calories
  - ☐ 45 calories
  - ☐ I do not know
5. What is the highest percentage of total calories that should come from sugar for children 9-12 years-old?
  - ☐ 15% (correct answer)
  - ☐ 30%
  - ☐ 45%
  - ☐ I do not know

**6. How many calories are in a 12 ounce can of regular cola soda pop?**

- ☐ About 150 calories (correct answer)
- ☐ About 200 calories
- ☐ About 250 calories
- ☐ I do not know

**7. Which beverage has the most sugar in 1 cup?**

- ☐ 100% orange juice, unsweetened
- ☐ Canned fruit punch
- ☐ Regular cola, carbonated (correct answer)
- ☐ I do not know

## 8.7 Child beverage intake reported by parents (Study 3)

In the PAST MONTH, indicate your response for **YOUR CHILD** for each beverage type by marking the bubble for "how often" your child usually drank the beverage.

	How often (Mark one)						
	Never or less than 1 time per week (go to the next beverage)	1 time per week	2-3 times per week	4-6 times per week	1 time per day	2+ times per day	3+ times per day
Soft drinks, regular	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diet soft drinks/artificially sweetened drinks (Crystal Light)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sweetened juice beverage/drink (fruit ades, lemonade, punch, Sunny Delight)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports drinks (Gatorade, Powerade, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy drinks (Red Bull, Rockstar, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 8.8 Newsletters (Study 3)

Newsletter No. 1

### What's in Your Glass?





**“The benefits of drinking healthy beverages stack up quickly for your child. They include having a healthy diet and reduced risk of becoming overweight.”**



#### What is energy balance?

Energy is another word for "calories." Energy balance is when the number of calories you get from eating and drinking is the same as the calories you burn through physical activity. Energy balance can help your child have a healthy weight.



**If your child drank one of these beverages, what could he or she do to burn the same amount of calories?**

	Energy IN		Energy OUT	
	Type of beverage	Calories in 12 oz	Calories in 20 oz	Each activity for this time burns about 150 calories
 	Fruit punch	192	320	Shooting baskets
	100% orange juice	168	280	Playing touch football
	Regular cola	136	280	Jumping rope
	Sports drink	99	165	Walk 1 ¼ miles
	Diet soda	0	0	Shovel snow
	Water	0	0	Rake leaves



#### How can healthy beverages help your child maintain energy balance?

- ❖ **Choosing water, diet, or low-calorie beverages** instead of sugar-sweetened beverages can reduce added sugars in your child's diet.
- ❖ **Sugar** is found naturally in some foods, like lactose in milk. However, sugar is added to many drinks like high-fructose corn syrup in sweetened beverages.
- ❖ **Added sugar** provides calories but no additional nutrients.
- ❖ **The 2015-2020 Dietary Guidelines for American** recommends that calories/day from added sugars should be **less than 10 %**.
- ❖ **Children** (9-12 years) get about **17%** of calories from added sugars.
- ❖ Children are drinking many **more calories** than ever before.
- ❖ **39%** of added sugars in the diet comes from **sugar-sweetened beverages**.
- ❖ **Nutrition Facts Panels** can help you learn about the calories in beverages and help your child make healthy choices.

#### TRUTH or MYTH?

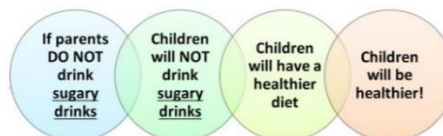
**“Children need fruit drinks to get enough vitamin C”**

That is a MYTH! Children can get vitamin C from a variety of whole food sources such as fruits and vegetables, juice and fruit drinks can be easily fortified and these drinks are often loaded with sugar, making it an unhealthy way to get vitamin C.

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## What's in Your Glass?

**“Parents who set a good example by NOT drinking sugary drinks are more likely to have children who DO NOT drink sugary drinks”**



### Be a Good Role Model!

As a parent, you are a family leader. You are your child's most important **role model**—especially when it comes to making healthy choices.

You have more power than you know! Use that power to improve your family's health.

**What you drink with snacks or meals is as important as what you eat.**



Adding a regular soda (20 ounces) to your snack or meal = 250 calories.



Adding a glass of water to your snack or meal = 0 calories.

**Be a role model for your child by choosing healthy beverages and paying attention to portion sizes.**

**Remember, moderation is key!**

### Making healthy choices at home

- ❖ **Drink** water with meals
- ❖ **Make** water more exciting by adding slices of lemon, lime, cucumber, or watermelon, or drink sparkling water.
- ❖ **Add** a splash of 100% juice to plain sparkling water for a refreshing, low-calorie drink.

### Making healthy beverages choices when dining out

- ❖ **Choose** drinks without added sugar, like water, fat-free or low-fat milk, or unsweetened tea.
- ❖ If you choose beverages with added sugar, **Skip** refills and **Limit** portion sizes.

### In the past two days, how often did your child see you drink a healthy beverage?

Think about the following occasions and your selection of beverages.

Possible occasions	What did your child see you drink? (fill in)	Possible beverage options
Breakfast		100% fruit juice
Lunch		Sweetened tea
Afternoon snack		Sport drink
Dinner		Water
Bedtime snack		Fruit drink
Mini meal		Milk
Treat		Soda

### TRUTH or MYTH?

**“Research shows that if parents drink sugar-sweetened beverages, children aged 9-17 years are more likely to drink these beverages.”**

That is TRUTH! One study showed that the amount of sugar-sweetened beverages children drank increased as the amount that parents drank increased. Parents and children (9-17 years) share a common home and social environment making parents potential role models. Reference: Pinard et al. Eating Behaviors 2011;12:313-6.

### References:

Centers for Disease Control and Prevention, Rethink your drink, [http://www.cdc.gov/healthyweight/healthy\\_eating/drinks.html](http://www.cdc.gov/healthyweight/healthy_eating/drinks.html)  
 USDA Choose My Plate, Make Better Beverage Choices, <https://www.choosemyplate.gov/ten-tips-make-better-beverage-choices>  
 National Institutes of Health, We Can! Tip Sheet: Be A Good Health Role Model, <https://www.nhlbi.nih.gov/health/educational/wecan/downloads/tip-role-model.pdf>



## What's in Your Glass?

**“Parents who DO NOT make sugary drinks available at home are more likely to have children who DO NOT drink sugary drinks”**



### Out of sight, out of mind!

- ❖ People tend to consume **more** when they have easy access to beverages.
- ❖ **Sugars** add calories without nutrients.
- ❖ Buying **healthy beverages** for your child is easy when you know what types to buy.

### Healthy Tips at Home:

- ❖ Move healthier beverages to eye level at the front of the fridge or cupboard.
- ❖ "Stock the fridge" with healthy beverages. Keep a pitcher or bottles of cold water in the fridge.
- ❖ Serve water with meals.

### Healthy Tips at the Store:

- ❖ Look at the Nutrition Facts label to find **healthy choices**.
- ❖ Look for beverages **low in added sugars**.
- ❖ Read the ingredient list and make sure that **added sugars** are NOT one of the first ingredients.
- ❖ Some **names for added sugars** include *sucrose, glucose, high-fructose corn syrup, corn syrup, and fructose*.

**Use this chart as a guide to make smart drink choices available for your child.  
Post it on your refrigerator or take it to the store.**



**GO Beverages**—Drink almost anytime. (**Lowest** in sugar)  
**SLOW Beverages**—Drink sometimes, or less often. (**Higher** in added sugar and calories)  
**WHOA Beverages**—Drink only once in a while or on special occasions. (**Highest** in added sugar and calories)

GO	SLOW	WHOA
Water, fat-free milk, or 1% low-fat milk, unsweetened ice tea	2% low-fat milk, 100% fruit juice, sports drinks	Whole milk, regular soda, sweetened iced teas and lemonade, fruit drinks with less than 100% fruit juice



### TRUTH or MYTH?

**“Fruit drinks are healthy (or at least healthier than soda)”**

That is a MYTH! Fruit drinks contain little or no actual fruit juice. Many fruit drinks are mostly added sugar and water and contain nearly as many calories as soda.

### References:

Centers for Disease Control and Prevention, Healthy Weight, [http://www.cdc.gov/healthyweight/healthy\\_eating/portion\\_size.html](http://www.cdc.gov/healthyweight/healthy_eating/portion_size.html)  
Centers for Disease Control and Prevention, Rethink Your Drink, [http://www.cdc.gov/healthyweight/healthy\\_eating/drinks.html](http://www.cdc.gov/healthyweight/healthy_eating/drinks.html)  
National Institutes of Health, Food Shopping Tips, <http://www.nhlbi.nih.gov/health/educational/wecan/eat-right/smart-food-shopping.htm>  
National Institutes of Health, GO, SLOW, and WHOA Foods, <http://www.nhlbi.nih.gov/health/educational/wecan/downloads/go-slow-whoa.pdf>

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